

INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week
Worst Jokes of the Week
Verse of the Week
Stories from Abroad
The Lost Sheep Returns
Salute to a Grand Fellow

Stories of the Week

Over the telephone a disembodied voice queried:
"How was your party last night?"
"We're having," came the reply, "a great time."

Across the street from a St. Louis hospital is St. Peter's parochial high school and its athletic field.

A patient in this hospital underwent a serious operation. He had been told, frankly, that his chances for survival were 50-50. While he was emerging foggy from anesthetics, the high school football band rehearsed blustily on the nearby field. He heard it.

"What's that?" he quavered to his nurse.

"Oh, that's just music from St. Peter's band," she calmed.

This rejoinder took a moment or two to sink in, whereupon he half-arose, and shouted:

"Whoopie! I made it!"

Worst Jokes of the Week

Teacher: "Use the term, 'highway cop,' in a sentence."

Adult pupil: "Highway cop with a headache Sunday morning."

"How do animals breed?"
"True dere noses."

Teacher: "Define the word, bigamist."

Pupil: "It's an Italian fog."

"Yes?"

"Yeah. Bigga mist."

Verse of the Week

Publisher's Weekly counsels novelists thusly:
The formula's simple and certain to please:

So pack up your passions and let them have voice;
In fiction affliction is terribly choice.
Disaster, Dementia, Divorce, and Disease.

Stories from Abroad

From the British publication, *Lancet*:

Red cross workers receive instructions at a Yorkshire hospital. To lend a certain verisimilitude to the scene, the instructor commonly relates a story of a supposed accident, how it occurred, extent and nature of the injuries.

Students are urged to conduct themselves precisely as they would in treating an actual case. They are to ask relevant questions and take common precautions.

In a recent session the doctor in charge explained that the victim was a lion-tamer who had been clawed severely by one of his less docile charges. The first students under test approached with usual briskness, words of cheer upon their lips. Then came a stolid young Scotsman. He paused at the entrance, looked carefully about, and asked an anxious question:

"Where's 'e lion now?"

An old friend from bygone days somehow was admitted to the private office of Rumania's home-grown Communist Commissar.

By chance he noticed the Commissar's telephone. It has no mouth-piece; only a receiver.

"How odd!"

The Big Shot beamed with pride. "Great Russian invention. It is my private line to the Kremlin."

Between twists of the wrist a Soviet worker whispered to a fellow chain-ganger:

"Is cancer impossible to cure?"

"Why worry? Malenkov hasn't got it yet."

"But it is one thing to urge the need for expert consultation at every

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What Is a Freezer?

(Guest editorial by Charles F. Pearson)

FREEZERS are the best things that you can have. They are made to provide a real-life supermarket right in the home—to become an honest-to-goodness treasure chest of health-giving and tasty foods.

A Food Freezer will fast freeze, store frozen foods, even turn out a batch of ice cream like you've never eaten before. A freezer is a food bank, a frozen horn of plenty, filled to the brim with good things to eat. A freezer is as good as a savings account, and as handy as a pocket in your shirt.

Man borrows many things to make a food freezer: the gleaming whiteness of fresh-fallen snow for a lustrous finish; the security of a safety deposit vault; the versatility of a frozen food locker plant; the spaciousness of a warehouse; the ruggedness of a snow-capped mountain; the beauty of an old masterpiece; and to top it all off, he adds the value of a King's estate.

A freezer will keep, month after month, your selection of ice creams, juicy steaks, and tender chops. Choice roasts and home-made rolls. Spring peas and vitamin-filled carrots. Frozen juices from Florida, lobster from Maine, and Abalone from California. Georgia peaches and tree-ripened Michigan cherries and apples. In addition to most all fruits, vegetables, meats, and poultry, freezers are even perfect for keeping golf balls ready for next season's use, and Mom's new fur coat through the warm months. Freezers are largest when you see them empty, smallest when they are filled with food and in your home (you always need room for just one more package). They are the conversation piece of every group—on the commuters' train, in the theater lobby, at the office, in school, across the back fence, and over a morning cup of coffee.

(Concluded on Page 24)

Estimate Shipments of 372,000 Room Units In First 4 Months

AUBURN, N. Y.—Industry shipments of 1953 room air conditioner models through April 30 have been estimated at 372,000 units, by Herbert L. Laube, president of Remington Air Conditioning of Remington Corp.

This compares with the estimated 12-month industry total of 341,000 units shipped in all of 1952.

Laube made his estimate in reporting that dollar sales of Remington room air conditioners for the six months April 30 totalled \$3,840,312, more than double the amount for the same period a year ago. Net earnings by Remington for the period were \$101,013, or 47½ cents per share, compared with \$43,191, or 21 cents a share a year ago.

The firm has shipped, in the first

(Concluded on Page 4, Column 1)

Store Modernization Show To Be In New York June 9

NEW YORK CITY—The 4th National Store Modernization, Building and Maintenance Show will be held June 9-12 at Madison Square Garden, New York City.

At this first "Stores" Show to be held in four years, there will be featured more than 100 exhibits of store equipment, building materials, services, merchandise-handling, warehousing, and maintenance equipment.

In addition to the exhibits, there will be daily clinics led by experts on significant aspects of store modernization and building, air conditioning, lighting, materials, handling, and warehousing. Clinic sessions will be held at 1:30 p.m. each of the four days of the show, in air conditioned rooms at Madison Square Garden.

On the opening day of the show, Tuesday, June 9, the clinic session will hear talks by J. F. Knoff, vice president of Chrysler Airtemp, on "Let's Clear the Air—What Air Conditioning Can Do for the Retailer"; and by John Marsh, vice president, Marsh Wall Products, on "Layout for

NARGUS Convention Set For Chicago June 14

CHICAGO — The 1953 convention and exhibition of the National Association of Retail Grocers will be held at Navy Pier here starting Sunday, June 14 and continuing through June 18.

Approximately 15,000 retailers, wholesalers, manufacturers, and brokers are expected to participate.

There will be 428 exhibit spaces with displays of all kinds of equipment, fixtures, and store building necessities in addition to a wide variety of food and grocery items, including perishables and frozen foods.

The convention will include panel presentations on store modernization and expansion (Sunday afternoon, June 14), profitable meat merchandising (Monday morning), "Teamwork In Selling Makes Profits for All" (Monday afternoon), planning produce operations and pre-packaging (Tuesday morning), and "My Most Profitable Promotion" (Thursday morning).

Reservations may be made through NARGUS, 360 N. Michigan Ave., Chicago 1, Ill.

'Good Housekeeping' Study Shows Savings By Proper Use of Freezer Can Pay for It

NEW YORK CITY—A pat on the back for freezers and freezer-food plans was given by the influential Good Housekeeping Institute in the May issue of *Good Housekeeping* magazine.

In a special feature covering six pages, the magazine answered several general questions about freezers and freezer-food plans, basing the answers on its own findings.

Replying to the controversial question: "Will a freezer-food plan save money?" the Institute said that three of four test families were able to purchase both food and freezer under the food plan for no more than they had previously paid for food alone.

"There is no doubt that mere ownership of a freezer can save a family money, but since no two

Baker Separates Refrigeration and Conditioning Lines

SOUTH WINDHAM, Me.—The refrigeration and air conditioning lines made by Baker Refrigeration Corp. here for the past six years are being separated under a capital change, it was announced recently by Mark E. Mooney.

Two new corporations, Baker Refrigeration Co. and Bakeraire Corp., have been organized to carry on the individual lines, he said.

Under the change, the parent company, American Wheelabrator & Equipment Corp., has sold its refrigeration machine business at Little Falls, South Windham, to the newly-organized Baker Refrigeration Co. This new firm will be headed by Jerome K. Jelin of Cincinnati.

The other new corporation, Bakeraire Corp., will continue to manufacture and distribute the air conditioning equipment it makes at its Mallison Falls, South Windham, plant.

No change in personnel is planned for Baker Refrigeration Co., according to Jelin.

"All plant employees, sales personnel, and distributors will be retained," he said, "and headquarters will remain at Little Falls."

Officials at South Windham said the change should increase production and eventually will mean an increase in present employment.

1954 Frozen Food Show To Be In New York City

WASHINGTON, D. C.—Next national frozen food convention has been scheduled for February 1-4, 1954, at the Commodore hotel in New York City, according to an announcement by M. K. Spiegl, president of the National Association of Frozen Food Packers.

Under the sponsorship of N.A.F.F.P., plans are being made for a broad program of interest to all segments of the frozen food industry—packers, brokers, distributors, chain store and private label buyers, warehousemen, suppliers, and allied industries.

The N.A.F.F.P. will name a convention committee to begin making plans. Representatives of allied industries will be invited to act as consultants to the convention committee, to be certain that all elements are fully represented.

The program to be arranged will focus attention on the full scope of major industry problems, ranging from production to transportation, warehousing, sales, promotion, merchandising, consumer attitudes, and related subjects. Intensive consideration

(Concluded on Page 4, Column 1)

63 Mfrs. List Home Freezer Specifications

25% More Makers Than In '52 Give Data on 269 Self-Contained Models

DETROIT—Specifications on 269 models of self-contained home freezers produced by 63 manufacturers are presented in this, the sixth annual "Home Freezer Specs" issue published by AIR CONDITIONING & REFRIGERATION NEWS.

More manufacturers are represented in this issue than in any other since the first "Specs" issue was published in 1948. In that first issue, there were also 63 manufacturers represented.

Last year 48 manufacturers were listed. They made 186 models of freezers. That was an average of slightly less than 4 models per manufacturer. This year the average is slightly more than 4 models per manufacturer.

All of the nationally distributed freezers are listed here, with the exception of Montgomery Ward, which had not been heard from at press time. In addition, there are many freezers listed that are distributed only in certain regions of the country.

Twenty manufacturers who were not making self-contained freezers last year have been added to the rolls this year. Included among them are Admiral, Bendix, Servel, Maytag, McCray, LaCrosse Cooler, Thor, and Westinghouse.

The specifications listings start on page 14 and cover most of the succeeding pages. An alphabetical index by brand name appears on page 4.

(On page 22, the Upright Freezer has been erroneously attributed to International Harvester. It is made by International Products Corp. of Los Angeles.)

Philco First Quarter Sales Hit High of \$129,058,000

PHILADELPHIA—Sales of Philco Corp. in the first quarter of 1953 totaled \$129,058,000, the largest for any quarter of the company's history, it was announced by William Balderston, president.

In the first three months of 1952, sales were \$84,239,000, and net income after federal and state income taxes was \$2,341,000 or 64 cents per share of common stock.

Kain Named Sales Mgr. For Koch Refrigerators

NORTH KANSAS CITY, Mo.—Appointment of Harold Kain as sales manager of Koch Refrigerators was announced recently by Chester K. Litman, president of the firm which manufactures refrigerated commercial equipment for food markets, restaurants, and all other food handling purposes.

Kain was purchasing agent and advertising manager for the Marlo Coil Co. from 1946 until his resignation to accept his present position. Previously, he had been employed from 1934 to 1942 by Koch, where he worked in engineering and design, sales, and as purchasing agent. Starting 1942, he served 37 months in the United States Army.



Harold Kain

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Pittsburgh Freezer-Food Industry Adopts Code

PITTSBURGH—A 14-point sales and advertising code designed to maintain "high standards" in the freezer-food plan field here were approved at a recent meeting of appliance dealers, meat distributors, department and chain stores, and banks.

The code was drawn up by members of the local freezer-food industry after an investigation of its advertising and sales practices by the Better Business Bureau, according to George H. Dennison, BBB manager. The code was approved by those attending the meeting.

The code bans the use of specific savings claims and such terms as "tremendous" or "substantial" savings; advertisements or sales presentations which state or imply that a freezer is "free" or available "at no cost to you" or "savings pay for the freezer"; and terms such as "wholesale prices" or "at wholesale cost" or "wholesale food plan."

Also, the code states that extra

charges for delivery, cutting, and service shall be conspicuously disclosed; that only U. S. Government grading terms will be used in describing grades of meat and all meats so advertised must be Government stamped; and that unqualified terms such as "no down payment" shall not be used if any advance payment is required.

Sears Plan Gives Owner Choice of 25 Food Outlets

CHICAGO—"Now you can save a lot of money on the freezer and food of your choice . . . all on one low down payment and easy monthly payments . . . up to \$200 worth of food . . . buy food any time . . . select your foods . . . choose your grocer."

These phrases were used by Sears, Roebuck & Co. in a full-page newspaper advertisement run recently to announce its new freezer-food plan under which customers can buy food from any of several markets and locker plants.

An unusual element of the plan is

that food purchases, as well as the freezer, can be financed over a 24-month period. Also, customers can get additional loans at the long-term rate to cover food re-orders.

Customers are given food certificates equal to the amount of the food loan. The certificates will be redeemed by some 25 firms, including A. & P., Kroger, Jewel food stores, National Tea stores, Hillmans, and a number of local locker plants.

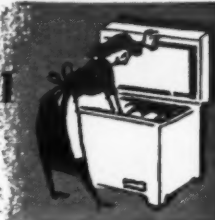
These freezer-food combinations were promoted in the ad:

A 4.1-cu. ft. chest-type freezer at \$169 (regular price, \$184.95) and up to \$75 worth of food; a 9.1-cu. ft. chest-type freezer at \$249 (regularly \$299.95) and up to \$125 worth of food; a 14-cu. ft. chest-type model at \$310 (regularly \$349.95) and up to \$150 worth of food; an 11.3-cu. ft. upright freezer at \$329 (food allowance not specified); and a 19.4-cu. ft. upright at \$419 and up to \$200 worth of food.

Figured on the basis of a 10% down payment and a pay-off period of 24 months, the maximum monthly payment on the largest freezer with the full food allowance would be about \$23, according to Sears.



HOME & FARM FREEZERS



'Good Housekeeping' Freezer Study--

(Concluded from Page 1, Column 3) readers contact their local Better Business Bureau "for information on specific plans."

The Institute said, "We believe that many families, though not all, can profit by a freezer-food plan."

How large a family's freezer should be depends to a great extent on how the family expects to use it, the Institute said. But it recommended that in no case should it provide less than 3 cu. ft. per person. Considerably more space will be needed if it is to be used for quantity buying or for storing home grown foods.

"The larger the freezer the more impressive will be your savings in

time and money," the Institute advised.

FOUR DIFFERENT PLANS USED BY AS MANY FAMILIES

To get its facts on freezer-food plans, the Institute made arrangements with four families to cooperate with the Institute in using and judging four different plans. One plan was operated by a local appliance dealer under the guidance of a freezer manufacturer; the second by a large food plan operation; the third by a locker plant, and the fourth by an independent local organization.

Each family kept detailed records of the costs of food bought on the plan as compared with retail prices, how much food was used from the freezer each week, how much was spent for food to supplement what was stored in the freezer, etc. At regular intervals editors and homemakers met to compare notes.

"At every meeting," said the Institute, "everyone was enthusiastic about the convenience of the freezer. Right from the beginning we found that two things were apt to happen. First, when housekeepers saw good buys of any kind on their shopping tours they took advantage of them. And second, the smaller market list (due to the food at home in the freezer) enticed them to spend their money for fancy items of one kind or another."

BUYING EXTRAS CAN USE UP SAVINGS

"Many plans encourage users to watch for specials because this contributes to the savings that can be achieved with a food plan. But the inclination to spend money for extras can toss all your profits away."

In addition to the question of saving money, the Institute answered other specific questions. Here is the gist of the Institute's answers:

Is the freezer-food plan a sound idea?

"The idea of buying several months' supply of frozen food when you buy a freezer is basically a sound one. Since the freezer-food plan offers you a means of financing the entire purchase, you are not faced with a major cash outlay to stock the freezer . . . Furthermore a good food plan cuts your marketing time and gives you both convenience and variety in planning your menus. Our families all agree on this point."

WHAT SHOULD USER KNOW ABOUT PLAN BEFORE JOINING?

What should a buyer know about a food plan before deciding to join?

The points listed by the Institute are those covered by every salesman's presentation, including size and features of freezer, price of freezer, and cost of warranty, insurance, and service, source of food, delivery, minimum size of order, and complete cost of plan.

How do you choose a supply of frozen food for three or four months?

The Institute said a salesman or a home economist will help with the first order. "Remember," it advised, "that unless the selection of food is worked out carefully, you may have to replenish your frozen food supply before you've finished paying for the original order."

Doesn't the freezer food plan require a freezer larger than the one a family would buy normally?

"In all probability, yes, and you will be thankful for it over the years. The size needed is determined not only by the number of persons in the family, but by the number of months' food supply featured by the particular plan you're considering. However, if the freezer required for a six-months plan seems to be too large for even your long term needs, you'll be better off with a three or four-months plan."

Are there intangible advantages in the freezer-food plan?

"There very definitely can be. Without exception, the families who helped us in this research enjoyed better and more varied meals than they had before. . . . Above all they were enthusiastic about the convenience of the freezer . . . All four families are wiser shoppers as a result of their freezer-food plan experience."

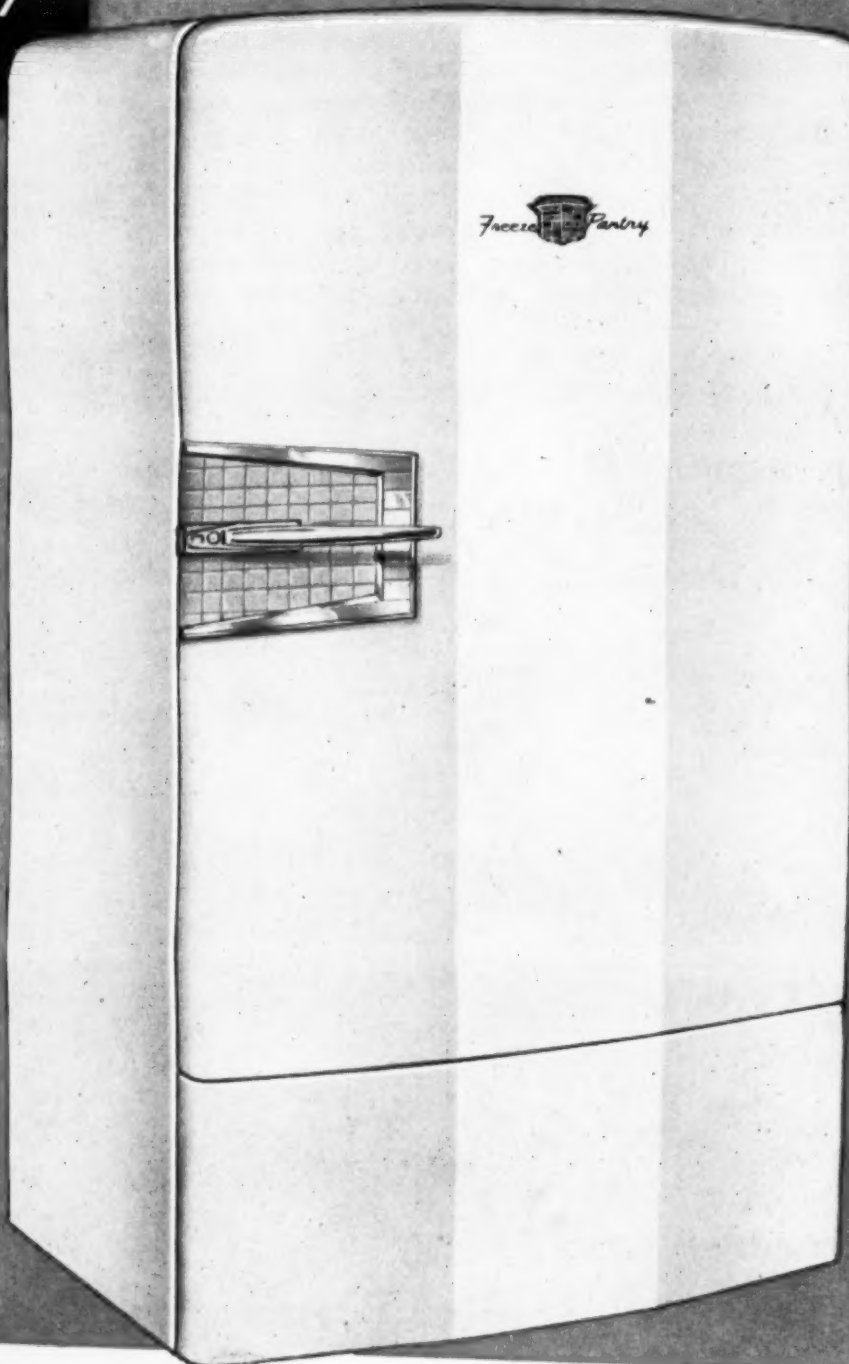
Freeze Pantry

UPRIGHT FREEZERS

New World Standard of Fine Food Freezers

ONLY FREEZE PANTRY OFFERS ALL THESE FEATURES...

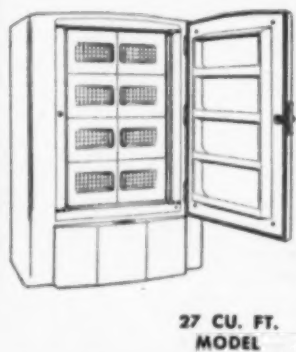
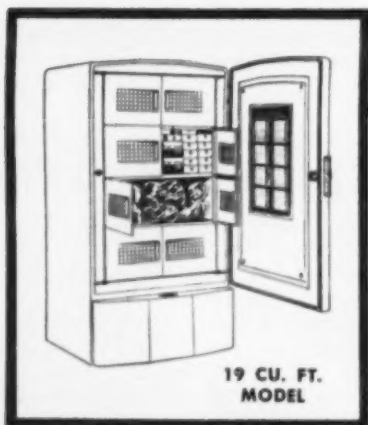
- ▶ Radiant Freezing Surfaces
- ▶ Non-rusting rigidized aluminum liner
- ▶ Automatic Alarm Signal
- ▶ Hi-density Fiberglas insulation
- ▶ 1/3 h. p. Tecumseh unit
- ▶ Upright convenience
- ▶ Built-in door lock
- ▶ Five-year unit warranty
- ▶ New and superior structural design
- ▶ Lighted compartments
- ▶ Optional inner doors
- ▶ Distinctive styling for eye appeal
- ▶ Furnace brazed coiled shelves
- ▶ Food spoilage warranty
- ▶ New type, patented door seal
- ▶ Freon 22 refrigerant
- ▶ Unsurpassed Refrigeration Performance
- ▶ Every freezer performance-tested before shipment



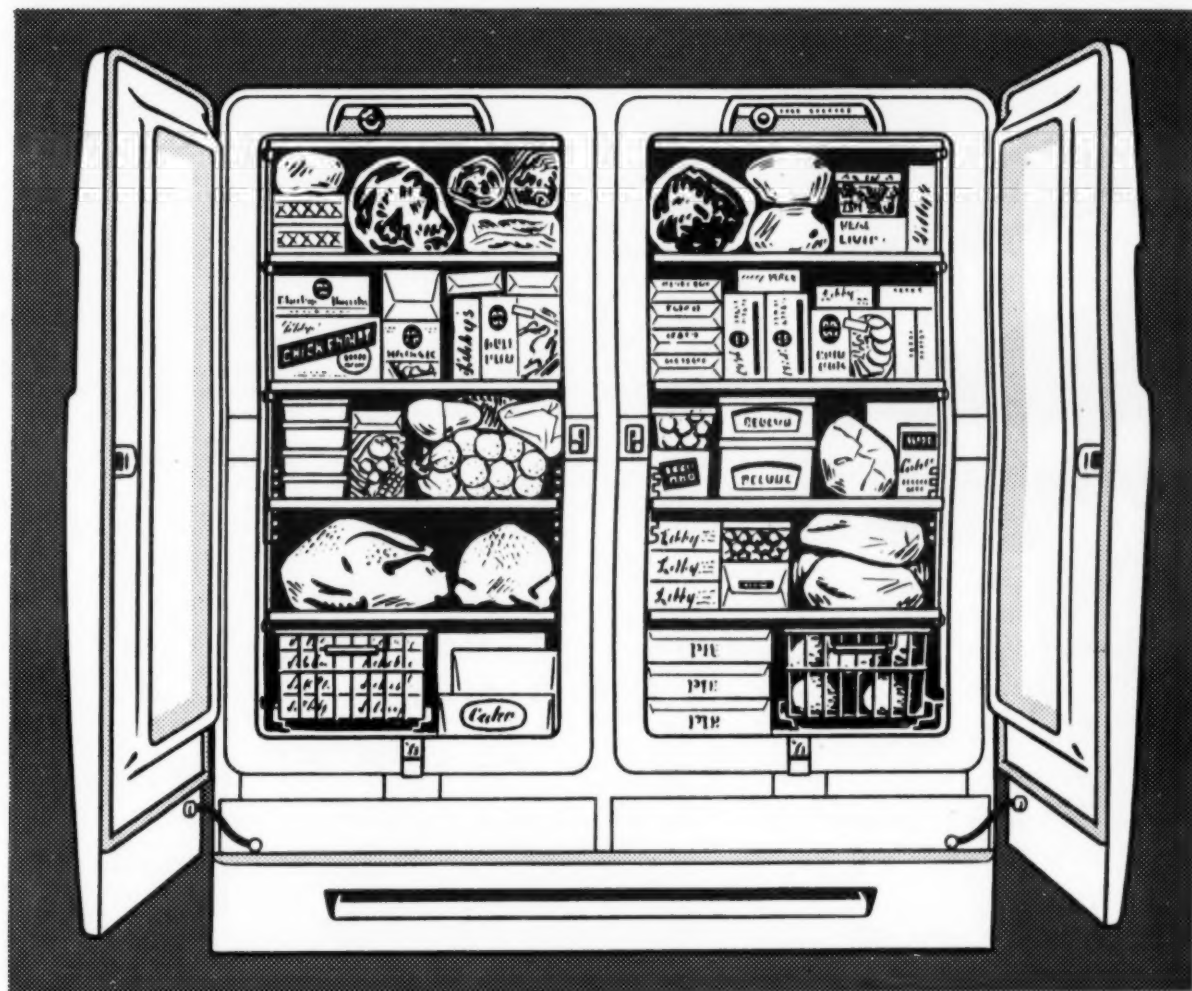
The men who create, design and manufacture Freeze Pantry are acknowledged authorities in the freezer field. Ryan Industries, as a fabricator for many major firms, is the recognized producer of the new world standard of fine freezers. Distributor and dealer inquiries are cordially invited . . . you'll find Freeze Pantry to be the luxury freezer with exceptional profit margins. Write today for complete information and prices.

See the new world standard of fine food freezers—17th floor American Furniture Mart, SPACE 110-111

RYAN industries
REFRIGERATION DIVISION
HOPKINS, MINNESOTA



NEW! 2-DOOR UPRIGHT SCORES SMASH HIT IN FREEZER SALES!



NORGE

*The freezer designed
for big savings and
ample storage!*

Here's a *natural* for you!

This new Norge has been on the market for only a few months and already its sales are climbing by leaps and bounds.

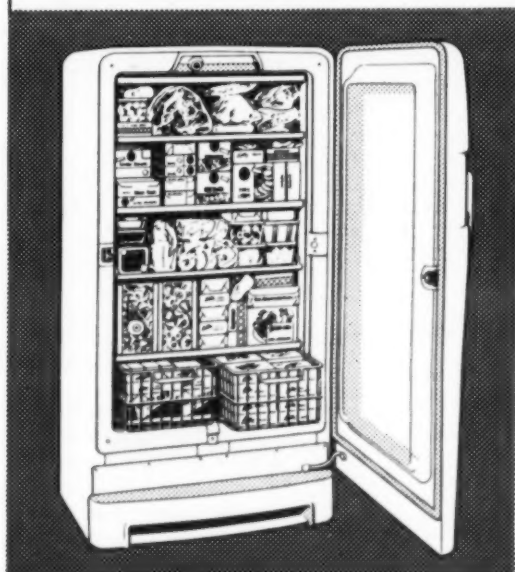
Why? Simply this. This new Norge was designed to fit the needs of a giant new market that started to take shape when the original Norge Upright Freezer was introduced. Everybody marveled at the new single-door upright that was (and still is) the world's fastest selling freezer.

But for those who recognized the economy and big savings of *quantity* frozen food storage, something bigger was needed.

And Norge has the answer . . . this 2-door upright with double the room (28 sq. ft. shelf space). This fills the bill to a "T". It offers everything they wanted—more storage space, Jet-Freeze Shelves, up-in-front convenience, and a sensible price. All this plus a \$300 Food Spoilage Warranty for 5 years.

If you'd like to be on the selling end of this giant new market, better call your Norge distributor right away. He'll give you full details.

THE COUNTRY'S FASTEST SELLING FREEZER!



NORGE UPRIGHT FREEZER

It's amazing! This Norge hasn't been on the market a full year—yet it's reaping profits for Norge dealers at an unheard of pace.

If your freezer sales are not what they should be, it'll pay you to talk to your Norge distributor. He'll be glad to give you full particulars on this sensational profit maker.

NORGE ... the value-line of home appliances!

Room Conditioner Sales--

(Concluded from Page 1, Column 2) six months of this fiscal year, 20% more units than it did for all of last year—by exceeding February, March, and April production schedules—and has already received firm orders for all the units it can ship for the rest of this season, it was stated.

In making his estimate for the industry as a whole, Laube said:

"Companies who report their figures through the Air Conditioning and Refrigerating Machinery Association shipped 312,000 units during the period Jan. 1-April 30.

"Adding companies who do not report, I estimate shipments through April 30 at 372,000 units as against a 12-month total of 341,000 for 1952. It must be remembered that 1952 retail sales of 412,000 units resulted from a 70,000 unit carry-over from the previous winter and fall."

'54 Frozen Food Show--

(Concluded from Page 1, Column 4) tion will be given to broad industry objectives as well as practical operating problems.

Social events which have become traditional will also be featured. Initial plans call for a cocktail party, an industry luncheon, and a grand banquet.

As in recent years, there will be no formal exposition in connection with the convention, but sample rooms will be available to those companies that may wish to set up displays.

All arrangements will be handled through the convention committee, National Association of Frozen Food Packers, 1415 K St., N. W., Washington 5, D. C.

Room Coolers, Freezers Set Pace During March In West Penn Area

PITTSBURGH—A 73% gain in room cooler sales and a 33% rise in home freezer sales were scored in March as compared with the same month of 1952 by dealers in the southwestern Pennsylvania territory served by the West Penn Power Co.

The utility also reported that clothes dryer sales were the highest for any March on record. They were 29% above those of last year.

Automatic washers were up 20%, water heaters 9%, and ranges 8% over last year. But refrigerator sales were down 3%, conventional washers 8%, garbage disposers 16%, ironers 19%, and dishwashers 32%.

The comparative unit volume figures for last March and March of 1952 are as follows:

Appliance	March 1953	March 1952
Refrigerators	1,244	1,278
Freezers	232	174
Room Coolers	19	11
Ranges	797	739
Garbage Disposers	27	32
Dishwashers	32	47
Clothes Dryers	277	214
Ironers	96	118
Automatic Washers	482	402
Conventional Washers	1,202	1,310
Water Heaters	351	322

Yuhl Files Business Name

BUFFALO—A business name has been filed in the Erie County clerk's office for F. C. Yuhl Appliances, 410 Beard Ave., Buffalo, by Fred C. Yuhl.

Nickel Supplies To Be Rationed on Monthly Basis

WASHINGTON, D. C.—Supplies of nickel will be rationed on a monthly instead of a quarterly basis beginning in July, the National Production Authority has announced.

The change in procedure is necessary because the new Defense Materials System will require greater flexibility in allocating procedures for nickel, it was stated. It doesn't mean that the supply of the scarce alloying metal will be any more plentiful in the third quarter.

The Defense Materials System on July 1 will replace the present Controlled Materials Plan, and under it only direct and indirect military and atomic energy contractors will continue to get government assistance in securing materials.

Civilian users, after July 1, will have to rely on their own efforts to get materials. The exception to this is nickel, stainless and alloy steel, which is so scarce the government decided to continue rationing it.

To get monthly supplies of nickel, users must apply to the government on the first day of the month before the month in which the metal is to be delivered and used.

Topeka Firm Chartered

TOPEKA, Kans.—Comfort Equipment & C & R Electric Co. has been granted a charter. The firm, doing air conditioning, refrigeration, heating and other contracting, was authorized \$35,000 capitalization. Incorporators are Wayne F. Nightengale, J. Lewis Coffelt, and Harold E. Root. The resident agent is John A. Bausch.

Where Specifications Can Be Found

FREEZER (Trade Name)	PAGE	FREEZER (Trade Name)	PAGE
Ace	27	Iceberg	21
Admiral	51	International Harvester	15
Amana	15	Johnson	34
Barkow	21	Jordan	18
Bendix	19	Kelvinator & Leonard (Nash-Kelvinator)	14
Ben-Hur	14	King	39
Bishop	36	L & H Electro-Host (Lindemann & Haver-	23
Blendle (Metal Cabinet Co.)	37	son)	23
Carrier (Private Labels)	34	Loudon	51
Chill Chest (Revco)	26	Marquette	42
S. W. Christine (Home & Hotel Equip-	30	Masterfreeze	23
ment)	30	Maytag	38
Cold Seal (Servel)	30	McCall	37
Col-Temp (Simplex)	26	McCray	33
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Crosley Shelvador	37	Orley	36
Deepfreeze	31	Pak-A-Way (Schaefer, Inc.)	38
Esco	38	Philco	20
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Feco (Fowler Equipment Co.)	32	Quicfrēz	42
Firestone	43	Quickfreeze (Victor)	33
Foster	36	Sub-Zero	18
Free-Aire	35	Sub-Zero (Manitowoc)	28
Freeze Pantry (Ryan Industries)	19	Thrifty Freezers (Thor)	39
Freshmaster	50	United	27
Frigidaire	14	Universal	28
General	30	Upright Freeze (International Products)	22
General Electric	27	Webber	33
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Harderfreeze (Tyler Fixture)	35	Wilson Zero-Safe	26
Hotpoint	20	Wizard (Western Auto)	32
Howard	39		

Texas Appliance and TV Dealers Will Hear Industry Leaders at Their 'Profit Clinic' In Houston May 29

HOUSTON, Texas—Leaders from all levels of the industry will address the Texas Appliance and TV Dealers Profit Clinic at the Shamrock hotel here May 29, each one being hand-picked for his ability to contribute to the dealer's profit-building techniques.

Speakers on the program will include Elmer Wheeler, who appears through the courtesy of Allen B. DuMont Laboratories, Inc.; J. F. "Jim" Donnelly, vice president and general sales manager of Servel, Inc.; William Shipley of Main Line-Cleveland, distributor; J. B. "Kip" Anger, national sales training director of Motorola; Wallace Johnston, NARDA president; Mort Farr, past president of NARDA; Vergal Bourland, NARDA vice president; A. W. Bernsohn, NARDA managing director; and an authority on finance who will discuss financing problems.

Highlight of the affair will be presentation of a plaque to Dr. W. W. Kemmerer, retiring president of the University of Houston, for his work in getting the first non-commercial educational television station in the country on the air.

The Fortune magazine film "The

Salesman' will also be shown.

The evening of May 29 will be left open so that visitors to Houston may seek their own entertainment. Reservations are being made for those who wish them for dining and dancing in the Emerald Room of the Shamrock where Ray Noble's orchestra is appearing.

Activities scheduled for Saturday include a swim in the famous Shamrock pool in the morning and, at 2 p.m. an old-fashioned Texas barbecue with beer and all the trimmings sponsored by the 11 principal appliance distributors of Houston. Entertainment will include baseball, bingo, washers, horseshoes, and dancing.

President of the Houston Appliance Dealers Association, host to the Texas dealers, is Stanley Blount of Stanley's Appliance Center. Chairman of the Clinic is Elmer Alger of Sands Appliance Co. Reservations may be sent to HADA at the organization headquarters, 635 West Building, Houston 2.

Registration fee for the entire affair, including morning coffee and doughnuts, lunch, a cocktail session, and the barbecue, as well as all the lecture sessions is \$12.50.

'Guarantee' Against Food Loss Helps Sell Freezers

NIAGARA FALLS, N. Y.—A new angle in promoting home freezers in which the buyer of a home freezer is "guaranteed" against food loss in event of an operational failure of the freezer is being used by Visentine Appliance Co. here.

Says the dealer's advertising:

"You are insured against food loss. If any operational failure occurs to your freezer, Visentine will personally see that your food is stored at absolutely no cost to you. You just can't lose."



Quicfrēz* freezers

So RIGHT for your family

New 1953 feature-full models

Right Size: A full range for all size families from a popular sized 9 cu. ft. model on through 13.2, 16.8, (illustrated) and 20 cu. ft. chest-type freezers—each thrillingly styled for 1953!

Right Five Features: The important five you must have in a freezer...

- Dry-Chest Construction, to prevent condensation.
- Decorative Temperature Indicator and Safety Dial Cold Control Panel.
- Space-Saving Design, giving you at least 13% more food storage space in same floor area.
- \$200 Food Protection Warranty.
- Convenient Counter Height (36") Design.

Right Value: Quicfrēz gives you a deluxe quality, feature-full freezer for far less than you'd expect to pay. Look into it—send now for new free literature and name of your nearest Quicfrēz dealer!

Quicfrēz, Inc. Fond du Lac, Wisconsin
formerly Sanitary Refrigerator Company - Fond du Lac, Wisconsin
*U. S. Reg. U. S. Pat. Off.



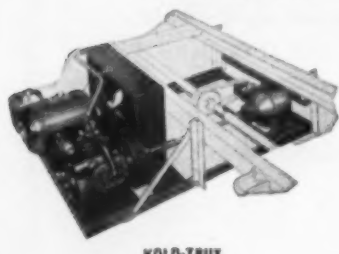
Whether you have a truck or a trailer to refrigerate, whether you want a semi-automatic or fully automatic operation, Kold-Hold can give you a better answer to your refrigeration problems. The addition of Kold-Trux "Mobilmatic" Highside Units to the proven line of Kold-Hold Lowsides provides several ways to refrigerate transportation equipment efficiently and economically. Kold-Trux Units can be used with "Hold-Over," Thin "Hold-Over" or Quick Action Plates to supply completely automatic and thermostatically controlled refrigeration requiring no attention from the

driver. It is driven from a live axle, propeller shaft, or power take-off and engages and disengages without shock to the engine or transmission. A specially designed "Hydro-Pack" Blower is available for use with this system in high temperature application.

For semi-automatic operation, the newly redesigned "Hold-Over" Plates can be used with a mounted compressor or make-and-break connections to maintain predetermined truck temperatures for day-long trips.

Whatever your truck refrigeration needs, you can be sure of the right answer from Kold-Hold.

Which of these methods is best for you?



KOLD-TRUX

Which do you prefer... Mobile or Hold-Over truck refrigeration? Kold-Hold can give you either or a combination of both.

When your weather worries start, pick out the routes with the biggest refrigeration problems and call on Kold-Hold to give you a satisfactory solution. They will give you the right combination for your needs from such highsides as the Kold-Trux Mobile Unit, a mounted compressor, or make-and-break assemblies, coupled to such lowsides as Kold-Hold Hold-Over Plates, Thin Plates, Serpentine Quick-Action Plates, or Blowers.

Why not give us the details of your problems and let our engineers find the most efficient solution for you. Write today for details.



HOLD-OVER PLATES

Tell us your truck refrigeration problems and send now for complete data and literature.

KOLD-HOLD

Thanks to you Mr. Independent Distributor and Dealer!



L. J. SORENSEN

Vice President and General Manager
Deepfreeze Home Appliances

This is our way of publicly thanking you for the great job you did for Deepfreeze Home Appliances in 1952, and are continuing to do in 1953. A lot of long-standing records have been shattered by you and by us.

You may ask, didn't everyone have a terrific year? And aren't they expecting '53 to top it?

The answer is "yes" to both questions. But the point is that Deepfreeze Distributors and Dealers enjoyed an even greater increase in business.

Was it the excellence of our products? Was it our great trade name? Was it our powerful national advertising program that embraces national magazines, plus coast-to-coast TV and radio programs every single week?

Or was it the fact that the man who is *independent*, whether he's a Distributor or Dealer, is free to specialize on whatever lines he *wants* to handle and therefore does a better selling job?

We think it's a combination of all these things.

Great products, great name and great advertising all play a vital part. But the fact remains that the Deepfreeze Distributor and Dealer is "his own boss." He is not compelled to carry a variety of small-profit, "tag along" products, and he can carry any complementary lines of major appliances he pleases.

This gives him the freedom to work as hard as he likes and specialize in the products he likes. Result—he gets more satisfaction from his work and makes more money, too.

Our system of independent Distributors and independent Dealers is certainly the American way—and it will continue to be "the Deepfreeze way."

If you are an appliance dealer and don't feel you're getting a fair share of the appliance business in your community, see your Deepfreeze Distributor. You'll find that he has a lot of solid, practical ideas on how you can build your business and your profits!

Sincerely,

Buck Sorensen

"Buck" Sorensen

Deepfreeze Home Appliances

TRADE-MARK REG. U. S. PAT. OFF.

Remember, only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade-name "Deepfreeze." They are made only by Deepfreeze Home Appliances, North Chicago, Illinois.

© 1953. Deepfreeze Home Appliances are also sold by authorized dealers in Canada.

Food Plan Operator Finds a Satisfied Customer Is His Best Asset--This Is How He Does It

By George M. Hanning

PEORIA, Ill.—Every food plan operator will tell you that a satisfied customer is his most important asset and that a food plan properly sold will not backfire.

H. W. Staats, operator of Staats Frozen Food Co. and a General Electric appliance dealership here, will tell you the same thing. But he takes several extra precautions to make sure his customers are satisfied and the plan is properly sold.

So far his extra efforts have paid off. His satisfied customers are providing his salesmen with enough leads to keep them busy and happy every day.

These are the extra precautions Staats takes:

1. He makes all his salesmen sign a 28-point code of ethics that is placed on file with the Better Business Bureau. Each salesman is bonded and is on record as promising not to deviate from this code.

2. Each customer is provided with a written food spoilage and freezer guarantee that protects the customer for two years to the extent of \$500.

3. Each customer is provided with a printed "purchaser's quality guarantee" that assures him that all foods will be of high quality and that he will be able to purchase them from Staats indefinitely.

4. Each food plan member, after he has used the plan for some length of time, is sent a questionnaire to determine if he is satisfied with the plan and if the company has done all that it had promised and the customer had expected...

Changes Plan To Suit

The questionnaire has been particularly valuable to Staats. It has enabled him to catch complaints early and remedy them. It has also enabled him to make slight changes in his plan to avert the same complaints in the future.

Most gratifying, of course, was the overwhelming vote of confidence most of his customers gave him. Their positive answers and laudatory remarks will become ammunition to help close more sales.

This is Staats questionnaire:

"Dear Food Plan Member:

"In order that we may actually serve you and your family better, we of The Staats Frozen Food Co. are asking the following questions. You should be able to answer these honestly through your experience as a member of our Frozen Food Plan.

"To the best of our knowledge we are doing the following but we would like to check ourselves and profit by your suggestions.

"1. Have we helped you in living better for less?

"2. Do you enjoy the freshness and the quality and the nutritional value of our frozen foods?

"3. Has the service on your freezer been to your satisfaction?

"4. If you have complaints, have they been taken care of?

"5. Do you find this new way of living easier for you?

"6. Are the size packages of meat proportioned and cut to your family requirements?

"7. Does your monthly payment coincide with your paycheck?

"8. Do you think your first six-months supply of perishable food will last?

"9. Are you using your freezer to best advantage?

(a) Such as buying in season for use out of season?

(b) Packaging and processing some of your own vegetable and fruits?

"10. Have our monthly bulletins, freezer clinics, and other literature given you ample information to enjoy the food-plan way of life?

"Have we given you the satisfaction through our food-plan that you expected? Please tell us in full."

A space was provided after each of the first 10 questions for a yes or no answer. All the customer had to do was check one or the other.

Space was provided at the bottom of the sheet after the last question for any remarks the customer wished to make.

Most customers answered yes to all the questions. Of those who gave no answers to some questions, the most frequent complaint was that the

meat was too fatty. Others said the bacon was strong, the meat would not last for six months, the packages were not sized to fit family needs, or that some service promised them had not yet been delivered.

Staats said that all of these complaints were immediately corrected as soon as the questionnaire was returned. In the case of the fatty meat, it was merely a case of explaining to the customer that U. S. Choice meat is by nature more fatty than U. S. Good. He recommended that if they wanted leaner meat that they switch to the Good grade.

The bacon complaint, he said, was caused by providing too much bacon in the initial order. It got strong before the customer got around to using it. After learning this, Staats reduced the quantity of bacon provided to later customers.

Where the customer said the meat supply would not last, Staats pointed out that the order was made on the customer's own estimate of his consumption. In these cases, it turned out that the customer was eating more meat now that he had it on hand and he had forgotten to include an estimate of his needs for entertaining in his original order.

Packaging problems were ironed out between the customer and the locker operator, while service problems were corrected by Staats own men.

Staats' "Purchaser's Quality Guarantee" reads as follows:

"We the undersigned:

"1. Hereby agree to sell to the above named purchaser indefinitely, such perishable foods, etc., as distributed by us, on the same



volume quantity purchasing basis as originally purchased through the 'Staats frozen food plan'. If the purchaser maintains good relations, we will extend time-payment arrangements on future purchases.

"2. Hereby unconditionally guarantee:

(a) All meats to be U. S. Government Inspected.

(b) All beef to be U. S. Choice quality or its equal.

(c) All vegetables, fruits, and juices to be of high quality.

(d) All other perishables to be of high quality.

"In the event you ever receive any perishables from us that do not meet the above high quality

standards, we will exchange this food (quality for quality) within seventy-two hours after inspection is made by our firm.

"3. To invite all purchasers to our quarterly freezer-food clinics. Such clinics will be held in the months of March, June, September, and December. All customers will also receive freezer-food bulletins."

The guarantee is signed by Staats. The home freezer food spoilage warranty reads as follows:

"Staats Frozen Food Co., herein-after called the Warrantor, warrants the above named purchaser against food spoilage due to mechanical or structural failure or inoperation of a

(Concluded on next page)

NEW YORK'S TOP OF NATIONWIDE SWING

Hundreds of New York Dealers' Plus Thousands Across the Nation Making Automatic Ice-Maker Campaign a Smashing Success!



8 NEW ELECTRIC COMPRESSION MODELS!

• 9 Silent Gas Models
• 9 Motorless Electric Models
Only Servel gives you a choice of 26 gas or electric models!

Never before have New York's biggest retailers backed one appliance so energetically! Never before have so many thousands of outstanding dealers throughout the nation promoted one appliance so vigorously! A list of the dealers who are tying in with the Servel \$6,000,000.00 ad campaign reads like a "Who's Who in Retailing"! The enthusiastic response the Ice-Maker has received from prospects proves that these big retailers really know a good thing!

Prospects everywhere are flocking to see the Automatic Ice-Maker in action! Once they've seen it they can never be satisfied with any other refrigerator! That's why prospects become customers so quick!

There's still time to tie-in with this unprecedented campaign! There's still time to let everyone know that your store is headquarters for the raved-about new Servel! Contact your Servel distributor today!

*Names on Request

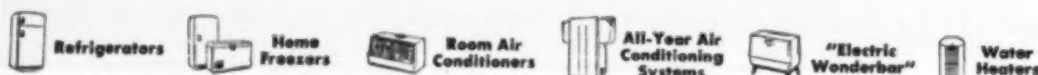
Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING

GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana

In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario



This Questionnaire Helps To Weed Out Complaints

Dear Food Plan Member:

In order that we may actually serve you and your family better, we of The Staats Frozen Food Co., are asking the following questions. You should be able to answer these honestly . . . as a member of our Frozen Food Plan.

To the best of our knowledge we are doing the following but we would like to check ourselves and profit by your suggestions.

1. Have we helped you in living better for less? Yes _____ No _____
2. Do you enjoy the freshness and the quality and the nutritional value of our frozen foods? Yes _____ No _____
3. Has the service on your freezer been to your satisfaction? Yes _____ No _____
4. If you have complaints, have they been taken care of? Yes _____ No _____
5. Do you find this new way of living easier for you? Yes _____ No _____
6. Are the size packages of meat proportioned and cut to your family requirements? Yes _____ No _____
7. Does your monthly payment coincide with your paycheck? Yes _____ No _____
8. Do you think your first six-months supply of perishable food will last? Yes _____ No _____
9. Are you using your freezer to best advantage? Yes _____ No _____
 - (a) Such as buying in season for use out of season? Yes _____ No _____
 - (b) Packaging and processing some of your own vegetables and fruits? Yes _____ No _____
10. Have our monthly bulletins, Freezer Clinics and other literature given you ample information to enjoy the Food-Plan way of living? Yes _____ No _____

Have we given you the satisfaction through our Food-Plan that you expected?

Code of Ethics Keeps Salesmen In Line --

(Concluded from preceding page)

component part of the freezer above described, and further warrants the purchaser against food spoilage due to a failure of power caused by storms or other acts of God, all for a period of two (2) years from the installation date of the freezer on the premises of the purchaser as above shown, subject to the following terms and conditions:

"1. The liability under this warrant is limited to the sum of Five Hundred Dollars (\$500.00) loss at any one time.

"2. The Warrantor shall not be liable for any loss or damage unless the total damage amounts to the sum of Five Dollars (\$5.00) and then only for the excess over and above Five Dollars (\$5.00) for each and every loss.

"3. Coverage is not provided: (a) Against inherent vice, natural spoilage, or spoilage as a result of manual disconnection within the described premises;

(b) Against loss or damage arising from war, invasion, hostilities,

rebellion, insurrection, seizure or destruction under quarantine or customs regulations, confiscation by order of any government or public authority, or risks of contraband or illegal transportation and/or trade;

(c) Outside of the United States of America, its territories and possessions, and the Dominion of Canada;

(d) Against loss or damage directly or indirectly due to any riot or strike.

"4. In the event of loss or damage, purchaser must notify the Warrantor within three (3) days of the date of the known loss or damage and shall keep the damaged food for a period of three (3) days to permit inspection of such damaged food by the Warrantor. In the event the loss sustained is covered by this warranty, then the spoiled food shall become the property of the Warrantor."

The warranty also carried this note at the bottom:

"Important: In the event of power failure, do not open the box any more than is absolutely necessary."

Staats' code of ethics that all his salesmen are required to sign in-

cludes all the points usually covered by Better Business Bureau codes. They prevent such misrepresentations to the customer as that he gets his freezer free, purchases at wholesale prices, makes specific percentage savings, or that the food will last a specific period of time.

In addition to outlining what the salesmen should not say or do, it also specifies certain positive policies of the company, as follows:

"20. The Volume Purchasing Price offered the customer will be maintained by this organization on the same marginal basis, regardless of fluctuations of market prices.

"21. This company has entered the frozen food plan with every intention of continued and expanding operations in the frozen food industry.

"2. The quality guarantee offered customers shall never be changed to a customer on any future sales. The guarantee will apply to a particular customer as long as this customer desires to do business with this company.

"23. Proper reserves shall be maintained by this company to cover the Food Insurance Plan given to our customers, and are further substantiated by a reputable bonding company.

"25. Group life insurance shall be provided for every purchaser in this frozen food plan. This will cover purchaser in case of death.

"28. As assurance to the general public, we shall not merchandise any freezer unless such freezer is approved by the National Electric Manufacturers Association."

Better Business Bureau Gives Him Clean Record

Staats said that he has checked several times with the Better Business Bureau to see if there have been any complaints against his plan. To date, he said, there has not been a single complaint.

"You don't have to exaggerate to sell the frozen food plan," Staats declares. "It's a good deal and will be convincing if you tell prospects the truth."

The group life insurance plan has already assumed great meaning for Staats. He had two customers die in one week. One of them had yet to make his first monthly payment. But, Staats said, he paid off the balance due on the freezers promptly. He is going to make photostatic copies of these cancelled checks and put them in each salesman's presentation kit.

Staats set up his frozen food plan last March. Right from the beginning he divorced it from his appliance business. He tied-in with a local locker plant with a downtown location and uses upstairs space for his sales force.

Though Staats splits his time between his appliance dealership and the frozen food plan business, he has a full-time sales manager to direct the freezer sales crew. This sales manager is a man with a food business background and skill in direct to consumer selling. He gets an override on all sales and full commission on his own direct sales.

Contests Keep Salesmen On Their Toes

A continuous series of contests are staged for the salesmen to keep them on their toes. These are of various types, such as "steak and beans" contests between two teams, with the losers paying for the winners' dinner, or cash prizes for high salesmen.

In addition Staats has a standing rule that the salesman who closes five delivered sales in one week will receive a \$75 suit of clothes as a bonus. He says that this has proved to be a potent force in getting salesmen who have closed three or four sales to put forth extra effort to close a couple more.

When Staats started in the frozen food plan business, he mailed out 78,000 cards announcing his plan to Peoria area residents. He thought that his return of two or three cards per thousand was poor, but other dealers tell him that it is average.

Purchasers are offered \$10 for each referral sold, and so far have kept Staats' salesmen busy.

Tight bank credit is one of Staats' big problems right now. He says he is getting about 15% rejections. Many of these rejections, he declares, he would accept, if he could handle the financing himself.

"I believe the man who buys a freezer is a good credit risk," Staats asserted. "He is a family man thinking seriously about the welfare of his family. If he has a good credit history, he is not going to go berserk on a freezer. When it comes to eating, he is going to pay that obligation first."

RETAILERS TYPICAL TO SERVEL!

YOU READ ABOUT IT NOW

WATCH AN ACTUAL DEMONSTRATION

MAKES ICE CUBES WITHOUT TRAYS

"BUCKETS" AUTOMATICALLY

WITHOUT TRAYS

IT'S THE NEW... ELECTRIC

Servel

ONLY SERVEL makes ice cubes without trays!

...AND PUTS 'EM IN A BASKET AUTOMATICALLY!

Servel 3-in-1 VALUE \$219.95

See it today at your neighborhood Servel dealer listed here:

Makes Ice Cubes Without Trays - AUTOMATICALLY!

TRADE-IN ALLOWANCE NOW TOWARDS

Best Refrigerator Advance of All Time!

IT'S 3 APPLIANCES IN 1

Refrigerator + Freezer + Ice Maker

TAKE 3 YEARS TO PAY!

SAVE

by turning in your old Refr. for

Servel

world's only refrigerator

MAKES ICE

Servel refills itself with

Electric Wonderbar

Portable, Silent Refrigerette Styled as Smart Furniture

AC or DC, 12 to 230 volts.

Perfect Indoors or Out!

Always FIRST with the LATEST

Servel

WORLD'S ONLY ELECTRIC REFRIGERATOR THAT MAKES ICE CUBES WITHOUT TRAYS

and puts 'em in a basket - AUTOMATICALLY!

NO MONEY DOWN TAKE 3 YEARS TO PAY

Bole Spitz Endorsement SERVEL

SERVEL HOME FREEZERS

New Food-Plan saves your customers 25%! Exclusive Cold-Seal construction gives top protection!



New Servel Food Plan!

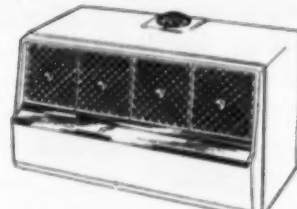
Servel Electric Wonderbar

Portable, Silent Refrigerette Styled as Smart Furniture

Perfect Indoors or Out!

SERVEL ROOM AIR CONDITIONERS

Servel gives a 1/4 h.p. model for a 1/2 h.p. price . . . a 1 h.p. model for a 3/4 h.p. price. Exclusive 1-dial control!



50% More Cooling Power!

Penn Development Features Air Conditioned Homes for \$16,500

DAYLESFORD VILLAGE, Penn.—A completely air conditioned, three-bedroom ranch type model home, priced at \$16,500, was unveiled here recently by Melvin C. Long, Inc.

To encompass at least 30 new homes, the development on Old Lancaster Rd., just east of Paoli, is the first in the Greater Philadelphia area to feature the Carrier "Weather-maker."

Situated on a full half-acre of ground in the seclusion of the Main Line's rolling countryside, the model home features light, cheerful colors, including white venetian blinds and white woodwork as one of the advantages which dust-free air conditioning provides homeowners.

The home's Youngstown kitchen with formica counter tops is highlighted with an Admiral electric 30-in. range. The model also includes a 50-gal. A. O. Smith glass-lined electric water heater.

Peirce Phelps, Carrier's Philadelphia distributor, supplied the 2-ton Weathermakers and other equipment.

Landry-Sipe & Co. Opens New Outlet In Houston

HOUSTON, Texas—Grand opening for Landry-Sipe & Co. at 5635 North Shepherd was held recently. John Landry and C. I. Sipe are co-owners of the firm.

The company handles Fairbanks-Morse products, Servel refrigerators, Chambers ranges, Hallcrafters, Sylvania, and R.C.A. television sets, Apex washers, and the Maytag line.

V. H. Williams is the appliance sales manager.

Smith Succeeds Hopkins As Sherer Service Manager

MARSHALL, Mich. — Announcement of the appointment of Glenn J. Smith as service manager of Sherer-Gillett Co. has been made by John H. Coolidge, president.

He succeeds Ben K. Hopkins who left the company to enter private business.

Smith joined the Sherer organization in September, 1946, following release from the service, as an on-the-job trainee. Concurrently, he enrolled in school for classes in both electrical and refrigeration theory and practice.

Since that time he has been continually engaged in the various phases of commercial refrigeration in the Sherer organization—manufacturing, testing, installing, and servicing.

Allemand Is Philco Vice Pres.

PHILADELPHIA—Herbert J. Allemand, widely known as a management consultant who joined Philco as a corporate officer in 1951, has been appointed vice president in charge of planning for Philco Corp., it was announced by William Balderston, president.

In his new capacity, Allemand will be responsible for the long-range planning of manufacturing facilities, organization, and operations of Philco, Balderston added.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

stage in making policy; it is another thing, and a very different thing, to insist that the expert's judgment must be final. For special knowledge and the highly trained mind produce their own limitations which, in the realm of statesmanship, are of decisive importance. *Expertise*, it may be argued, sacrifices the insight of common sense to intensity of experience. It breeds an inability to accept new views from the very depth of its preoccupation with its own conclusions. It too often fails to see round its subject. It sees its results out of perspective by making them the centre of relevance to which all other results must be related. Too often, also, it lacks humility; and this breeds in its possessors a failure in proportion which makes them fail to see the obvious which is before their very noses. It has, also, a certain caste-spirit about it, so that experts tend to neglect all evidence which does not come from those who belong to their own ranks."—HAROLD J. LASKI, *Fabian Tract No. 235*.

"Capitalism, after all, insofar as it claims free individual initiative, would seem to be more akin to the individualistic character of the intellectual; there is a *prima facie* similarity of tendency between capitalism and intellectualism. Capitalis-

tic enterprise is not unlike intellectual creation, and it may be that they are but different forms of the same energy. At any rate, many are the capitalists in whom the urge forward is due, not to any material ambition, but to a creative impulse."—SALVADOR DE MADARIAGA, *Anarchy or Hierarchy*.

"Everyone knows how easily human personality becomes a unit in a statistical table for the bureaucrat."—HAROLD J. LASKI, *Fabian Tract No. 235*.

The Lost Sheep Returns

There's real significance in this news:

Norman Thomas, six-time Socialist candidate for the Presidency of the United States, at last has rejected the Karl Marx theory of class conflict. "State ownership has lost most of its appeal as an economic philosophy," he admits (sadly, we presume).

In a booklet entitled "Democratic Socialism—A New Appraisal," the 68-year-old chieftain of American Socialists acknowledged that the party of "my heart's desire" has little chance of growth in America unless the Democratic Party can be recaptured by "forces which will move in an idealistic Socialist direction."

Events of the last 30 years indicate, the eloquent and lovable Norman Thomas ruefully admits, that "the working class is not the Messiah which some of us thought."

Marx insisted that lines of division between workers and owners were becoming steadily clearer. "This, however, has not been the case, least of all in our own country," Mr. Thomas observes. "There is no such tight fusion of all different economic groups into two and only two contending classes of owners and workers, as Marxism postulated."

Also, he hindsighted, nationalization of industry by the postwar Labor Government in Britain was "not the simple solution of all problems which many socialists in their age of faith had assumed."

"A completely non-competitive society would be dull and stagnant," he concludes—in a wonderful turn-about.

Thomas also attacked the contention that capitalism is the cause of war, adding that Socialism does not offer the world "a panacea against war."

As we contended in our book,

Peace and Progress, sensible "liberals" have had a chance to see how their too-idealistic dogoodism works out in practice. Only fools and fanatics stick with Marx now.

Salute to a Grand Fellow

When Bill Henderson bowed out of his longtime job as executive secretary of the Air Conditioning & Refrigeration Machinery Association—to accept an important position with the Direct Mail Advertising Association—he left behind him a host of ardent friends in our industry.

Including us.

It has been our experience that trade association secretaries resent influential trade papers. Perhaps there's a similar bridling between politicians and conscientious newspapermen.

Be that as it may, for the record let us say that AIR CONDITIONING & REFRIGERATION NEWS had less trouble with, and more cooperation from, Bill Henderson than almost any man of his ilk, breed, and tribe.

Apparently the Direct Mail Association, which hired Bill, thinks well of him, too. Quoting DMAA President Lester Suhler, subscription manager, *Look and Quick*:

"After extensive search we selected Bill Henderson, who has been Executive Vice President of the Air Conditioning and Refrigerating Machinery Association, Washington, D. C. as Managing Director. With 17 years of experience in trade association convention management, Bill Henderson is well qualified to lead DMAA to further growth. I think we have selected the man who can continue to carry DMAA forward to a position of one of the most prominent advertising associations in the country."

"Bill Henderson, at 49, joins DMAA with a solid background of trade association management. As Executive Vice President of the Air Conditioning and Refrigerating Machinery Association for many years, Bill has built one of the smoothest functioning associations in the country today."

"He was also first secretary of Machinery and Allied Products Institute, and aided in the founding of the organization in 1933. Born and educated in Toronto, Ont., Can., he has lived in the United States most of his life. In World War II he was a U. S. Navy Intelligence Officer in the South Pacific."

DESIGNED

for
more
AIR CONDITIONING
profits for you

In this air conditioning business, your profits (and ours, too) depend upon performance! That's why every performance factor—efficiency, economy, long service life, etc.—is so carefully considered in the design of Brunner air conditioning equipment. You can always depend upon Brunner units to protect your profits—no other equipment is easier to install, maintain and service on the job.

Brunner service-proven Self-Contained Air Conditioners in 5 sizes (2, 3, 5, 7½ and 10 H.P.) now available. Easy to install... needs only water and electrical connections.

The most complete line of "open type" Condensing Units in the world—from ½ H.P. to 75 H.P. Brunner CAN MEET your requirement.

Brunner Application Engineers' advice and data are available on all Brunner Products. This helpful, free service can save you many hours of valuable time in estimating and quoting on complicated installations. If you're planning air conditioning and refrigeration installations it will pay you to investigate Brunner. See your Brunner distributor, or write:

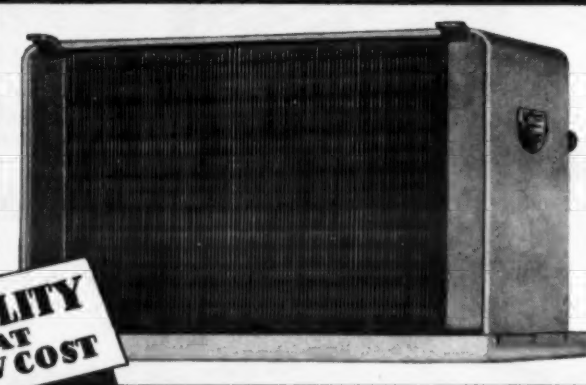
Brunner Manufacturing Company
Dept. A-53, Utica, N.Y., U. S. A.

IN CANADA: Brunner Corporation (Canada) Limited, Toronto, Ontario

YOU'LL ALWAYS BE GLAD YOU INSTALLED A



BETZ MODEL UC



QUALITY
AT
LOW COST

UNIT COOLER

MODEL NO.	BTU'S @ 1° T.D.	C.F.M.	COIL SURFACE	LIST PRICE
260-UC	260	485	82.34 Sq. Ft.	\$147.00
347-UC	347	680	109.39 Sq. Ft.	182.00
433-UC	433	760	121.49 Sq. Ft.	198.00
540-UC	540	995	154.13 Sq. Ft.	241.00
688-UC	688	1260	204.19 Sq. Ft.	307.00
867-UC	867	1670	256.50 Sq. Ft.	348.00
1080-UC	1080	1975	307.92 Sq. Ft.	411.00
1490-UC	1490	2770	443.14 Sq. Ft.	534.00

SEE THEM AT YOUR WHOLESALERS

BETZ CORPORATION
HAMMOND ★ INDIANA



HARMONY OF DESIGN, APPEARANCE AND VALUE!

Note your own experience. Only an UPRIGHT FREEZER can give you large capacity service in a limited floor area . . . only UNITED'S UPRIGHT FREEZERS have the appearance and convenience that are demanded today. Best of all, we have four great models to offer—and that means satisfaction for every freezer prospect—with UNITED UPRIGHT FREEZERS.

And here's a new note. UNITED'S UPRIGHT FREEZERS are engineered for better freezing qualities. Scientific placement of contact coils throughout achieves a faster freezing with better holding qualities—the secret behind UNITED'S famous balanced freezing. So—demand the freezers that do the most for you—UNITED UPRIGHT FREEZERS—and your sales will show you why.



- APPLIANCE DEALERS
- DEPARTMENT STORE REPRESENTATIVES
- FREEZER FOOD PLAN OPERATORS

ONLY UNITED HAS THE FAMOUS
"FOUR FREEDOMS" FOOD PLAN

Learn today about United Refrigerator's famous "FOUR FREEDOMS" FOOD PLAN—the most effective, field-tested freezer merchandising idea ever conceived. It's backed at every turn by United's follow-thru, right from the factory and warehouse down to local, on-the-spot counsel on banking trends and problems . . . a follow-thru that gives a big "FOUR FREEDOMS" to the dealer, too!

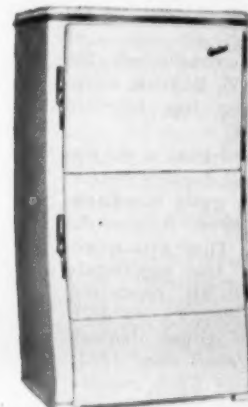
- 1 FREEDOM FROM SALES PERSONNEL PROBLEMS**, because United field-men recruit for you and train for you sales managers and sales personnel in the technique of "Living Room Merchandising."
- 2 FREEDOM FROM FOOD HEADACHES**, because United food experts help select your locker plant, set up and continually oversee your entire food operation.
- 3 FREEDOM FROM ADVERTISING AND PROMOTION WORRIES**, because United creates and supplies newspaper ads, radio copy, sales presentations, door hangers, direct mail pieces, everything you need.
- 4 FREEDOM FOR PROFITS** on a modern, complete line of UPRIGHT cabinets, built by United, styled by United and priced by United for maximum turnover and profits.

For Complete Information on the "FOUR FREEDOMS" Food Plan, Write Today to . . .

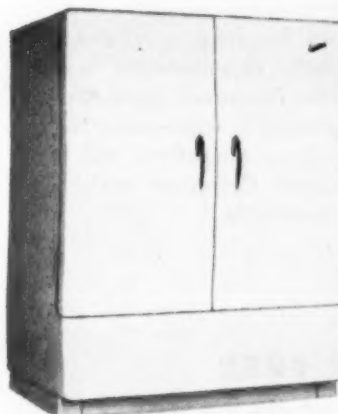
GENERAL SALES OFFICE
UNITED REFRIGERATOR COMPANY
285 Madison Ave.
New York, N. Y.



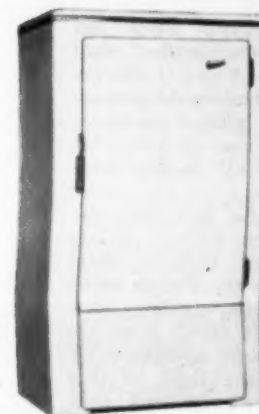
MODEL UF 171
17 CU. FT.



MODEL UF 172
17 CU. FT.



MODEL UF 32
32 CU. FT.



MODEL UF 211
21 CU. FT.

Right on the crest of the trend toward better freezers, bigger freezers, upright freezers—UNITED is showing the way. Stepped-up demand everywhere for each of these handsome, practical, space-saving models is only proving something we've known from the beginning—that point for point, dollar for dollar, right down the line—UNITED'S UPRIGHT FREEZERS are the real naturals in today's freezer market! Yes—every freezer prospect is a customer, and every customer gets complete satisfaction—when you specify and sell UNITED'S UPRIGHT FREEZERS.

Write, wire or phone the Hudson office today for complete and detailed information about United's program for you.

UNITED REFRIGERATOR CO.

LOCUST AND WALNUT STREETS

HUDSON, WISCONSIN

Dealer Costs-of-Doing-Business

**NARDA 1952 Survey Shows Composite Net Sales Gain of 8.8% over 1951
But Total Dollar Profits Declined 2.8% for Same Period**

CHICAGO—The majority of dealers participating in the National Appliance & Radio-TV Dealers Association's 1952 costs-of-doing-business survey showed a composite net sales gain of 8.8% over 1951 but their total dollar profits declined 2.8%, according to the survey report.

Other highlight findings of the survey:

Net profit ratio to net sales for all reporting dealers was 3.2%, up 0.3% from 1951 but the second lowest in the seven years the survey has been conducted.

Television was the biggest seller for the second straight year. Refrigerators regained the number two spot after giving way to washing machines in 1951.

Ratios of trade-ins to physical unit sales of refrigerators, washing machines, and ranges increased sharply to new highs.

AVERAGE TURNOVER RATE BEST ON RECORD

The average turnover rate, 4.4 times, was the best showing recorded since this factor was first computed in the survey for 1949.

"Reckless price cutting" topped the list of dealer grievances, with the trade-in problem close behind.

Laundry equipment headed the list of product lines which dealers believe will be the best sellers in 1953. Television is expected to be in second place, followed closely by refrigerators.

The survey was conducted for NARDA by Richard E. Snyder, economist consultant, who has handled the surveys since 1947.

The report explained that a majority group of 70% of all dealers participating in the survey gave comparative dollar sales and profit figures for both 1952 and 1951. This group accounted for 74% of the aggregate 1952 dollar sales of all reporting dealers.

"Six out of ten of these dealers showed dollar sales gains over 1951, with a composite rise of 8.8% resulting," the report stated. "This compares with a 1951 performance in which only four out of ten in the 'majority group' showed sales gains over 1950, bringing about an over-all sales decline of 2%."

8.8% NET SALES GAIN COMPARES FAVORABLY

The majority group's 8.8% net sales gain was also compared with an average increase of only 1.4% for all U. S. appliance dealers. Moreover, it was stated, this gain "compares favorably with the rise of 3.6% for all U. S. retailers (all trades combined)."

Commenting on the fact that the "above-average" majority group showed a decline of 2.8% in total dollar profits despite the rise in sales, the report said: "One wonders what kind of dollar profit result was obtained by the 'average' appliance-TV dealer in 1952, in the light of this finding. It is to be supposed that thousands of such dealers found 1952 a year of little reward."

The report continued:

"The 1952 product sales breakdown shows television on top for the second straight year with 30.8% of aggregate sales reported by the NARDA dealers. Refrigerators, with 19% of the 1952 sales total, regained second place after giving way to washing machines in 1951. Washing machines accounted for 15.9% of total sales in 1952, compared to 19.4% in 1951.

RANGES IN FOURTH PLACE

"Ranges remained in fourth place, but the percentage share for this product line dropped from 10.1 in 1951 to 9.3, a seven-year low. Radio sales accounted for 3.3% of total sales, compared to 2.8 in 1951 and by thus achieving an increase of 0.5 points held fifth place against a threat by freezers whose sales share jumped to 3.1% in 1952 from 2.5 in 1951.

"Vacuum cleaner sales rebounded from a six-year low of 0.9% of the sales pie in 1951 to 1.4% in 1952. Dryers took a dive to 2.0% of total sales in 1952 from 2.7% in 1951.

"Air conditioning sales, which in 1951 accounted for only 0.7% of the total, more than doubled to 1.5% in 1952.

"Kitchen equipment sales, isolated

for the first time in the 1952 survey, were found to be 2.2% of the aggregate. The small appliance group showed a significant drop from its 1951 share of 5.5% to only 3.8% in 1952."

Table 1 shows comparative product sales breakdowns.

"The growing importance of the trade-in as an accompaniment to, or condition of, the sale of new merchandise is again underlined by the NARDA survey findings for 1952," the report went on.

"Ratios of trade-ins to physical unit sales of refrigerators, washing machines, and ranges jumped sharply to new highs in 1952—at least ten points above the 1951 ratio in each case.

Smaller increases occurred in the

trade-in ratios for vacuum cleaners and television.

"With refrigerators and washing machine sales now above the 60% mark in ratio of trade-ins to new sales, this factor in the business seems certain to bulk even larger, especially in view of the fact that a definite down-trend in new family formation is now under way, thus tending to limit new sales prospects. Continued focusing of the entire industry's most enlightened thinking on this problem would seem to be a logical 'must'. Table 2 sets forth comparative trade-in ratios to 1946.

"The average turnover rate for the NARDA dealers participating in the 1952 survey, 4.4 times, was the best showing recorded since this factor was first computed in the survey for

TABLE 1—APPLIANCE SALES
BREAKDOWN BY
PRODUCT TYPE

Appliance	1952	1951	1950
Total	100.0	100.0	100.0
Television	30.8	27.5	13.7
Refrigerators	19.0	17.9	28.3
Washing Machines	15.9	19.4	18.6
Ranges	9.3	10.1	12.4
Radios	3.3	2.8	4.6
Freezers	3.1	2.5	4.7
Vacuum Cleaners	1.4	0.9	2.2
Other Sales	17.2	18.9	15.5
Kitchen Equipment	2.2	—	—
Dryers	2.0	2.7	—
Air Conditioning	1.5	0.7	—
Other Major Appliances	7.7	10.0	11.1
All Small Appliances	3.8	5.5	4.4

TABLE 2—TRADE-IN PER CENT TO PHYSICAL UNIT SALE OF FIVE KEY ITEMS

Appliance	1952	1951	1950	1949	1948	1947	1946
Refrigerators	69	56	42	35	18	11	3
Washing Machines	62	52	49	41	27	19	4
Ranges	50	40	36	26	16	9	2
Vacuum Cleaners	31	28	36	31	22	26	10
Television	17	15	13	—	—	—	—

1949. It compares with a 1951 rate of 3.3, and with 4.3 for 1950 and 3.8 for 1949.

"The 1952 accomplishment was made on the strength of an 8.8% increase in dollar sales plus the fact that the dealers engaged in inventory reduction to the extent of having 15.3% less stock (dollar value) at the end of the year than at the beginning.

"This compares with a 1951 year-end inventory position 6% above the starting level for that year. (In 1950, the year-end inventory was 49% higher than the beginning inventory.) Thus, we note that inventory reduction came to be 'the order of the day' after two years of net accumulation . . .

"Increased selling intensity, plus a
(Continued on next page)

FOR LEADERSHIP IN FEATURES...

REVCO FOOD

The Popular Chill Chest ..

New...Faster-Freezing LOW-TEMPERATURE REFRIGERATION SYSTEM

New, revolutionary hermetic compressor by Tecumseh . . . No Fan Noise . . . combined with Revco engineered static type condenser system, efficient aluminum evaporator and food compartment, extra-thick insulation, all correctly engineered and balanced results in extremely low cost operation. The Tecumseh hermetically sealed compressor is engineered for added efficiency, quiet operation, and it is lifetime lubricated. Complete system carries five-year warranty.

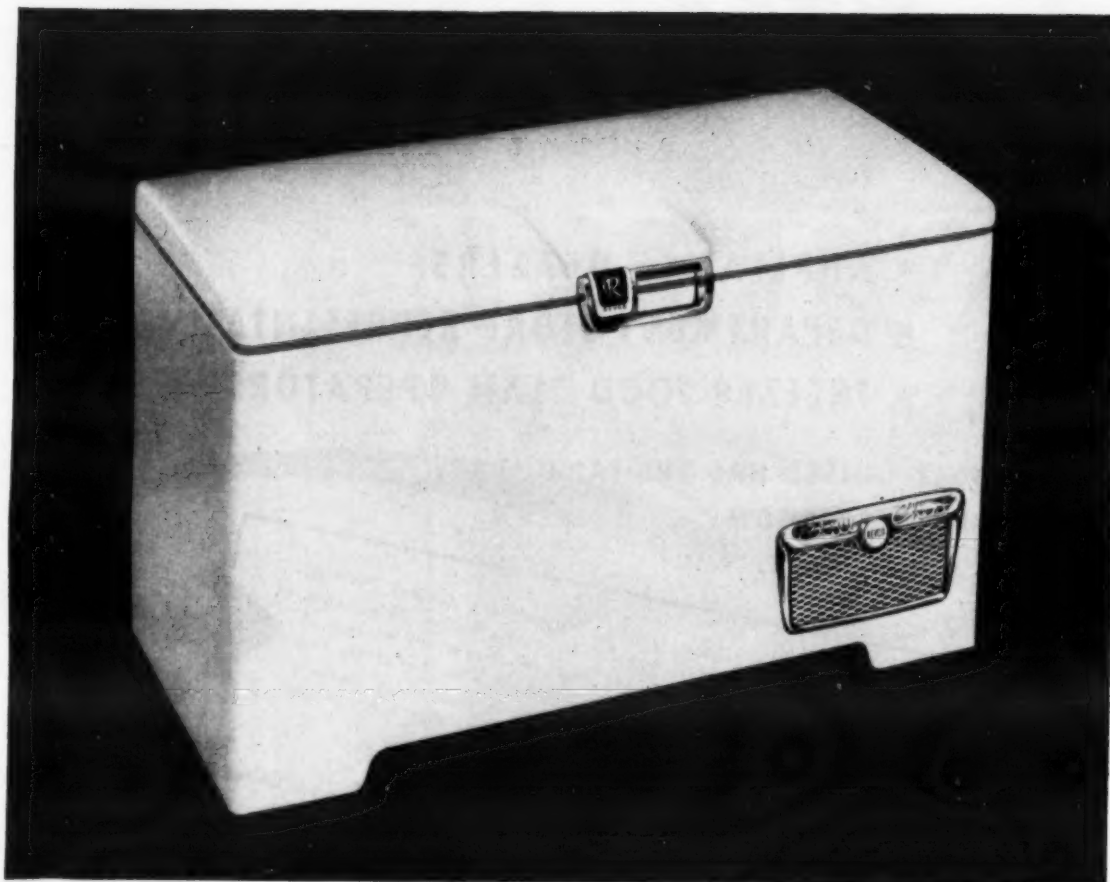
New... MOISTURE FREE CABINET CONSTRUCTION

An outstanding feature . . . Revco engineered, the Chill Chest Moisture-Free cabinet construction eliminates moisture condensation on outside walls in humid weather. Static type condenser with tubing distributed over and attached to inside surface of cabinet shell results in the most efficient heat dissipation. No condenser cleaning is required. Extra-thick, non-settling, high density fiberglass insulation between outside cabinet wall and interior aluminum food compartment provides greatest efficiency.

Aluminum...

INTERIOR FOOD COMPARTMENT

More usable capacity for foods in the reinforced aluminum food freezing and storage compartments. A complete wrap around of aluminum tubing bonded directly to outside surface of food compartment assures faster freezing and safe storage throughout the interior . . . Lower operating cost. Treated aluminum wall surfaces, positive sealed, are chip and rust proof, clean easily, retain new look.



New...Revco CHILL CHEST "15"

JOIN THE FAST GROWING FAMILY OF REVCO DEALERS

The time is . . . right now! Yes, today, make this new and outstanding 1953 Revco line of Chill Chest and Upright Food Freezers your leader in sales . . . your leader in profits during the coming year! Feature after feature . . . All New . . . all with the "buy-appeal" features that make selling easier . . . all yours in this great new Revco Freezer line. The big consumer advertising program this year, bigger than ever before, will step up the sales tempo in your area on the popular nationally advertised line of Chill Chest 8, 15 and 23 Cu. Ft. Freezers. The addition of the New Revco 11 and 17 Uprights now offer you a line of the most-wanted size freezers in just the style to suit any family's need. For Leadership in sales and to sell the very best, is to know you sell Revco . . . Act Now!

Wire for name of nearest Revco Distributor

REVCO, INC.  DEERFIELD, MICH.

NARDA Costs-of-Doing-Business Survey--

(Continued from preceding page)
statistical quirk produced by the fact that a larger-than-usual proportion of big-volume dealers participated in the 1952 survey, resulted in a sharp increase in the average sales-per-square-foot figure, often used as a measure of relative retail selling efficiency.

SALES-PER-SQUARE-FT. RATIO RISES EACH YEAR

"The 1952 ratio of \$104 in sales per square foot of selling space compares with \$82 in 1951, \$75 in 1950, and \$73 in 1949."

Discussing the survey findings on profit, the report said:

"Within the majority group of reporting NARDA dealers who gave comparative dollar figures on sales and profits for both 1951 and 1952, nine out of every ten demonstrated a dollar profit result for 1952, but only three out of ten showed dollar profits higher than in 1951. Accordingly, a net dollar profit decline of

2.8% from 1951 was the result for this group.

"The 1952 net profit ratio to net sales for all reporting dealers was 3.2%, compared to 2.9% in 1951, 6.0% in 1950, 5.2% in 1949, 4.6% in 1948, 6.8% in 1947, and 8.5% in 1946. Thus, the 1952 ratio of 3.2 was second lowest in the seven-year performance, being only 0.3 points above 1951's record low.

"(Note: As indicated above, a 70% majority of the reporting dealers showed a 1952/1951 decline of 2.8% in dollar profits.

"(The apparent anomalous difference between this result and the showing by all participating dealers of a small rise in net profit ratio to net sales is, of course, explained by the fact that the remaining 30% of the dealers who did not provide comparative dollar profit figures for both 1952 and 1951 made a relatively stronger contribution to the over-all 1952 net profit ratio than did the majority group of 70%.)"

TABLE 3—NATIONAL OPERATING COST AND PROFIT RATIOS

Line	Item	1952	1951	1950	1949	1948	1947	1946
1.	Net Sales*	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2.	Cost of Goods Sold†	68.0	68.8	69.2	67.2	68.7	67.9	66.1
3.	Gross Margin (line 1 minus line 2)	32.0	31.2	30.8	32.8	31.2	33.0	33.9
4.	Total Operating Costs (A thru E)	28.8	28.3	24.8	27.6	26.7	26.2	25.4
A.	Administrative	20.6	20.4	16.9	19.1	18.6	18.2	18.0
	(1) Owners' and/or mgrs.' salaries	3.6	4.1	3.6	3.5	3.5	NS	NS
	(2) Office salaries	2.1	1.6	1.5	2.0	1.8	NS	NS
	(3) Salesmen's pay	5.7	5.6	4.8	5.5	5.5	4.8	4.8
	(4) Servicemen's wages & expenses	5.1	5.7	4.5	4.7	4.7	4.1	3.3
	(5) Vehicle expense	2.4	1.8	1.4	1.7	1.7	NS	NS
	(6) Other administrative expense	1.7	1.6	1.1	1.7	1.4	NS	NS
B.	Occupancy expenses	2.5	2.5	2.6	2.6	2.8	3.0	3.7
C.	Advertising expense	2.6	2.7	2.2	2.5	2.6	2.1	1.9
D.	Bad dept losses	0.2	0.1	0.3	0.2	0.2	0.2	0.2
E.	All other expenses	2.9	2.6	2.8	3.2	2.5	2.7	1.8
5.	Net operating profit (line 3 minus line 4)	3.2	2.9	6.0	5.2	4.6	6.8	8.5

*Includes revenue from service.

†Includes cost of service parts and supplies.

NS—Not segregated in 1947 and 1946 survey schedules.

The operating cost and profit ratios reflecting the performance of all NARDA dealers participating in the 1952 survey are shown in Table 3 along with comparable ratios for previous years back to and including 1946.

The report next appraised the main elements in the 1952 operating pic-

ture. Excerpts of this discussion follow:

"Net sales (includes sales of merchandise and revenue from service): In 1952 revenue from service amounted to 10.6% of the combined total, compared to 8.6% in 1951, 7.4% in 1950, and 8.4% in 1949. 1952's new high share for service is

TABLE 4—SPECIAL ANALYSIS OF EXPENSE DETAIL

	A.	B.
Total personnel, operating exp & losses	28.8	100.0
Personnel expense	18.0	61.6
Owners and/or managers salaries	3.6	12.3
Office salaries	2.1	6.2
Salesmen's pay	5.7	20.0
Servicemen's wages and expenses	5.1	17.8
Delivermen's & warehousemen's wages	1.2	4.1
Employer's share social security and unemployment compensation	0.3	1.2
Operating expense	8.9	31.8
Light and heat	0.4	1.5
Janitor service	0.13	0.37
Rent	1.3	4.7
Property taxes, etc. on real estate	0.4	1.3
Vehicle maintenance	0.9	3.0
Advertising	2.6	9.1
Office supplies	0.4	1.2
Credit and trade information	0.06	0.2
Collection costs	0.01	0.03
Miscellaneous administrative expense	1.1	4.2
Taxes (except on property)	0.6	2.1
All other expenses	1.0	4.1
Losses	1.9	6.6
Building depreciation	0.2	0.7
Vehicle depreciation	0.4	1.3
Shop equipment depreciation	0.2	0.7
Trade-in losses	0.6	2.1
Bad dept losses	0.2	0.8
Interest	0.3	1.0

A.—Ratios To Net Sales

B.—% Of Total Expenses

a good reflection of the growing importance of the service operation and problem, emphasized mainly by television's influence.

"Cost of goods sold (inventory at cost as of Jan. 1, 1952, plus all purchases at cost during 1952 minus inventory at cost as of Dec. 31, 1952. Includes cost of merchandise in addition to cost of service parts and supplies): The cost-of-goods-sold ratio for 1952 was 68.0% of net sales, or \$68 for every \$100 of net sales. This compares with 68.8% for 1951. Inasmuch as the total operating cost ratio in 1952 rose 0.5%, the drop of 0.8% in cost of goods made it possible for the NARDA dealers to boost their net profit ratio by the amount of the difference, 0.3%.

GROSS MARGINS

"Gross margin (the difference between net sales and cost of goods sold): The 1952 gross margin amounted to 32.0% of net sales and thus (because of the 0.8% drop in cost of goods) was highest since 1949, topping 1951 by 0.8% and 1950 by 1.2%. The 1952 gross margin on merchandise only was 30.2% of net sales, up 0.5% from 1951, but 0.1% below 1950.

"Total operating costs (the sum of the operating cost ratios for the various expense elements listed in the survey schedule): The total operating cost ratio for 1952 was 28.8% of net sales (\$28.80 of every \$100 of sales). This was the highest total cost ratio ever recorded in a NARDA survey, rising 0.5% over 1951's previous high.

NET OPERATING PROFIT

"Net operating profit (obtained by deducting the total operating expense ratio from gross margin): The 1952 net operating profit ratio to net sales was 3.2%, up 0.3% from 1951. Although the 1952 total operating expense ratio rose 0.5% from 1951, a drop of 0.8% in the cost of goods sold ratio made possible the 0.3% gain in net profit.

"It would require the persuasion of Socrates to convince the appliance dealers that a net profit of 3.2% is a happy thing to live with. Since we consider the NARDA dealers who participated in the 1952 cost survey to be an 'above average' group, their realization of only 3.2% net profit leaves in its wake the suspicion that a national net profit average for all U. S. appliance-radio dealers would be something pitiful to see. Apparently, thousands of these dealers must be in business just for the fun of it."

DETAILED EXPENSE ANALYSIS

This year's report included a special analysis of expenses representing the combined performance of all report-

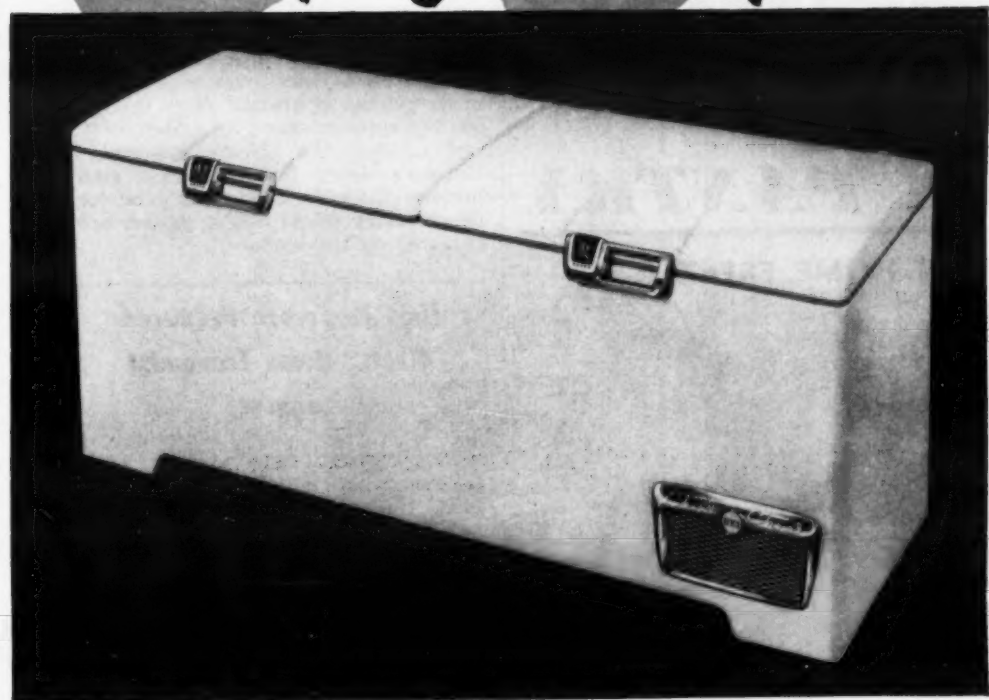
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LEADERSHIP IN SALES... and MORE PROFITS DURING 1953

*"To sell the Very Best,
is to Know You Sell Revco"*

D FREEZERS

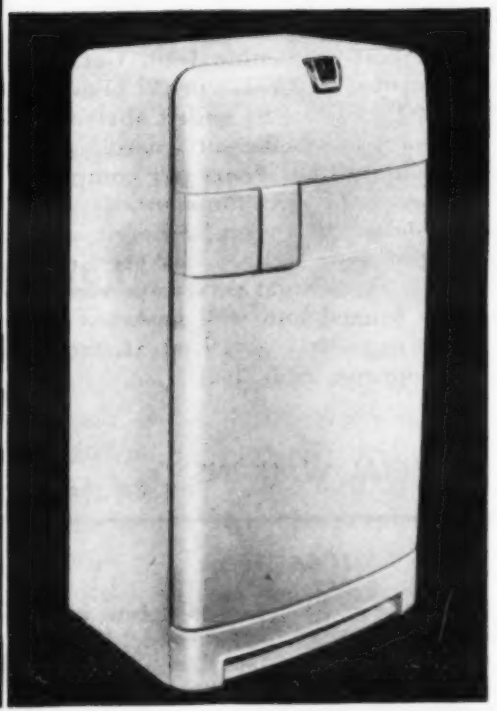
and Upright Styles...



New... Revco CHILL CHEST "23"



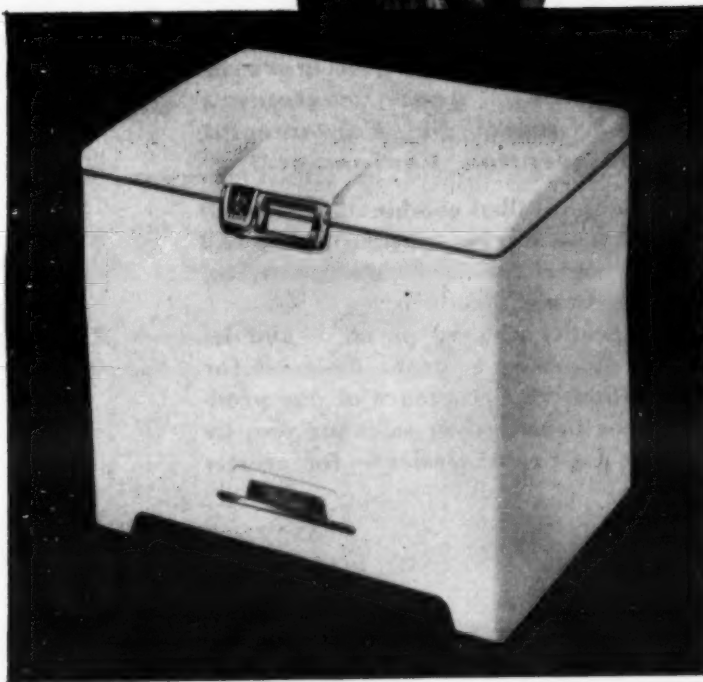
New... Revco UPRIGHT "17"



New... Revco UPRIGHT "11"

SEE THEM
ON DISPLAY

American
Furniture Mart
BOOTH 17-R
(17th Floor)
June 22 to July 2
CHICAGO



New... Revco CHILL CHEST '8'

Revco... Kitcheneered Freezers

The Chill Chest 8 cu. ft. Model, and the new Revco 11 and 17 Upright Models with all of the latest engineering and convenience features offer you an outstanding combination in meeting the demands for more frozen food storage right in the kitchen or the utility room. Now, more than ever before, you can cash in on the popular trend toward freezer and food combination selling in your area. The strong Revco National Advertising program in Life, Better Homes & Gardens, Good Housekeeping, Country Gentleman, Successful Farming, Progressive Farmer and Sunset will greatly stimulate the freezer prospect to compare Revco Freezers before they buy. Tie-in with ads in your local paper during May, June, July and August.

Curtis
REFRIGERATION
AIR CONDITIONING
COMMERCIAL

**Packaged Air
Conditioning Units
2 to 15 Tons**

**Condensing Units
1/4 hp. to 40 hp.**

Curtis Refrigerating Machine Division
of Curtis Manufacturing Company
1912 Kienlen Ave. St. Louis 20, Mo.
Established 1854

NARDA Costs-of-Doing-Business Survey--

(Concluded from preceding page)
ing dealers. Table 4 shows the detailed expense breakdowns under three broad classifications: personnel expense, operating expense, and losses.

"Reckless price-cutting" was at the head of the list of dealer grievances in 1952, as in 1951. Close behind was the problem of trade-ins.

"In this connection," the report said, "excessive trade-in allowances received most frequent specific mention, while many other dealers mentioned 'trade-ins' as a general problem."

"The evidence indicated that trade-ins are becoming burdensome not only because of excessive allowances, both demanded and given, but also because of the increasing number of trade-ins, as well as a growing difficulty in disposing of used appliances, the high cost of rehabilitating them for sale, and the low profit received on such sales."

DISCOUNTS ARE THIRD GRIEVANCE

In third place on the list of dealer complaints was the problem of discounts allowed by manufacturers. A year ago this question was rated fourth.

Other problems named by the dealers are listed below in order of frequency of mention:

Shortage of good salesmen; "back-door selling" by manufacturers and distributors and "special wholesale deals" or "wholesale retailing"; consumer sales resistance; increased number of competitors; overproduction by manufacturers; misleading

advertising; shortage of some models of TV; too many TV model changes; high service costs; high TV market saturation; competition from co-ops.

Looking ahead through the current year, the reporting NARDA dealers see the following as road blocks to a happy existence (listed in order of importance):

Price cutting; trade-in problems; shortage of good salesmen and servicemen; "back-door selling" by suppliers; insufficient discounts by manufacturers; overproduction by manufacturers; rising operating costs; consumer sales resistance; "too many dealers"; consumer credit problems; TV saturation.

Seventy percent of participating dealers gave percentage indications of their 1953 dollar sales outlook by comparison with 1952. Of these, 59% expect a sales increase in the current year, with the average expected gain amounting to 15%.

Thirty-one percent expect no change in sales as between 1952 and 1953. Ten percent anticipate sales declines in 1953, with the average decline expected to be 15%.

"Fifty-four percent of the entire reporting group provided percentage change estimates of profits, 1953 vs. 1952. Forty-five percent of these look for a rise in profits in 1953, averaging 15% above 1952. Forty-two percent see no change from their 1952 profit results. The remaining 13% anticipate profit declines; average drop-off expected: 16%.

Laundry equipment leads the list of prospective best sellers in 1953. Television is expected to be second in the 1953 sales standing, followed closely by refrigerators.



THIS BLUE, GOLD, AND WHITE trailer takes HarderFreez home freezers right to the doors of prospective dealers. Tyler Fixture Corp. makes it available, complete with salesman and samples, to new distributors who are seeking to secure franchised dealers.

Trailer Demonstrations

HarderFreez Provides Distributors with Mobile Display To Help Sign Up Dealers

NILES, Mich.—Believing that most salesmen prefer to sell from samples rather than specification sheets, HarderFreez Div. of Tyler Fixture Corp. has come up with a trailer demonstration program for new distributors that is designed to take the product right to the door of the prospective dealer.

HarderFreez offers new distributors a trailer equipped with sample home freezer models, plus the car to pull the trailer. Both trailer and auto bear prominent product and company identification, with blue, gold, and white paint contributing to the attention-getting over-all effect.

An experienced HarderFreez

freezer specialist accompanies these units, which are turned over to distributor salesmen for calls on dealer prospects.

"Even the busiest dealer finds time to pause when the unit pulls up in front of his store," the company says. "Since he must actually step into the trailer, the sales story can be told with minimum interruptions."

The company has found that dealers in doubt can be further convinced if they see consumer sales actually made in their own trading area. So the HarderFreez representative offers to take the trailer on a house-to-house junket to actually sell freezers for the dealer.



INTERRUPTIONS ARE LESS LIKELY when HarderFreez distributor gets dealer prospect to leave his store and enter this trailer to see products demonstrated.

Food Plans Are Booming, Backfiring, or Busting, Ohio Locker Men Told

COLUMBUS, Ohio—"Food plans are either booming, backfiring, or busting," and locker plant operators who set up plans with regular appliance dealers stand the best chance of success, the Ohio Frozen Food Locker Association was told recently.

J. W. Riley, freezer sales manager for Bendix Home Appliances Div. of Avco Mfg. Corp., urged the 800 association members to tie in with appliance dealers.

He advised the regular appliance outlet for food plans "because eventually that's where the food plan will revert, and this method assures the locker of stability and continuing meat volume."

"Food plans are booming in areas like Iowa and Nebraska, because they are being operated in a sound rather than flamboyant manner and because of the farm market potential."

"They're backfiring in areas like Pittsburgh where there has been a 'happy medium' of good and bad operators. The result has been a need for the Better Business Bureau to clean up the bad operators."

The food plan has been a "bust" in Washington and Baltimore, because the business was overloaded with unscrupulous operators who thrived on misrepresentation, he added.

Actually, the Better Business Bureau's entry into the food plan picture, Riley declared, was good for the industry despite its apparent bad features on the surface.

Time To Freeze Prepared Meals, Home Economist Suggests

NEW YORK CITY — For most freezer owners who process their own food, this is an in-between season before the summer rush of fresh fruits and vegetables begins. To make most profitable use of the time, Cornell university home economists have come up with the suggestion to plan and freeze prepared foods now.

Foods such as a la kings, casserole dishes, combination foods, cakes, and cookies can be stored now for use later.

These suggestions, however, are points to remember, according to Cornell: Use only high quality food. Do not overcook because the original cooking, plus reheating, will cause foods to become mushy. Before packaging, cool hot foods quickly in a pan of ice or running water.

The home economists point out that it is important to store prepared foods for short periods in order to keep them at top quality.



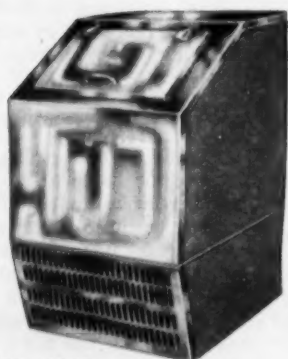
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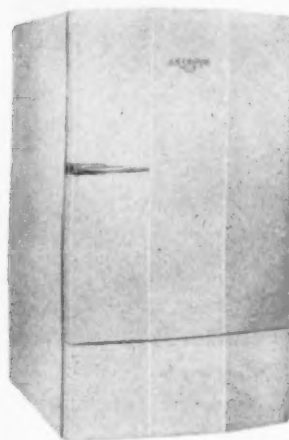
"La Crosse gives you more of everything your customers want most in Commercial Refrigeration Equipment."

Here is the skilled combination of modern design — sturdy construction — and complete operational efficiency expected of all La Crosse Products.

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UPRIGHT HOME FREEZER



MODEL L19-D

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FREEZER FOOD PLAN**

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dise with your Freezer Food Plan! And count on help all the way from Bendix—the specialty selling organization that pioneered and developed the automatic washer field. Bendix is in the home appliance business exclusively—no conflicting businesses to get in the way. Send for free Bendix Food Savings Plan book now... plus complete information and prices on new Bendix Freezers!

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long and expensive research—a collection of top methods and ideas that are at work right now making money. This book is for small and large dealers alike, in fact it even tells how to start if you're not yet in business.

Send for the Bendix Food Savings Plan today—this very minute! Send the coupon *direct* to Parker Ericksen, Bendix Director of Sales, and he'll see that the book is forwarded to you immediately by *air mail*.

Every businessman dreams of finding a real money-maker. Here's YOURS—get going!

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Mr. Parker Ericksen, Director of Sales
Department AR-6
Bendix Home Appliances
South Bend, Indiana

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City _____ State _____

BENDIX HOME APPLIANCES, Div. AVCO Mfg. Corp., South Bend, Ind.

Home Freezer Specifications

Frigidaire

Frigidaire Div., General Motors Corp., 300 Taylor St., Dayton, Ohio

Model No.	HR-92	HR-132	HM-180
Chest or upright type	Chest	Chest	Chest
DIMENSIONS (In Inches)			
Interior: Height	24 1/2*	24 1/2*	24 1/2
Width	44 1/2	61 1/2	73 1/2
Depth	17 1/2	17 1/2	17 1/2
Exterior: Height	36	36	35 1/2
Width	53 1/2	70 1/2	92 1/2
Depth	30 1/2	30 1/2	30 1/2
CAPACITY (In Cu. Ft.)			
Total	9.2	13.2	18
INTERIOR EQUIPMENT			
Partitions (No.) (Movable dividers)	2	2	3
Shelves (No.)	2	2	1
Baskets (No.)	2	2	2
Light	Yes	Yes	Yes
INSULATION			
Kind	Fibrous Glass		
Thickness: (In Inches)			
Top	5	5	2 1/2
Sides	4	4	4
Bottom	4	4	4
LIDS OR DOORS			
Outer doors or lids (No.)	1	1	2
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	320	392	515
Shipping	380	480	620
PRICE, suggested retail	\$369.75	\$439.75	\$589.75

*Fast freezing section over machine compartment; height 10 1/2 in.

REFRIGERATION EQUIPMENT		Condenser: Type	Finned	Yes
Cooling method:	Wrap around	Forced convection	Yes	Yes
Total sq. ft. of refrigerated surface exposed to food compartment	HR-92, 20.6; HR-132, 26.4; HM-180, 39.3	Warning device:	Light	Yes
Compressor:		Anti-sweat provisions around freezer opening	On model HM-180	
Make	Frigidaire	CONSTRUCTION AND FINISH OF		
Sealed	Yes	Cabinet	All steel, white Dulux finish	
Location in cabinet	Lower right	Interior liner	Zinc-coated steel with aluminum lacquer finish	
Refrigerant	"Freon"	PROTECTION PLAN		
Make of control	Frigidaire	Warranty	5-year protection plan for Meter-Miser unit	
Accessible for user adjustment	Yes	SPECIAL FEATURES		
Location	HR-92, behind removable signal light reflector; other models, lower right cabinet front	Counter-high flat work table top and new extra-thick lid.		

Ben-Hur

Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee, Wis.

Model No.	953	1353	1753	2053	U5320
Chest or upright type	Chest	Chest	Chest	Chest	Upright
Separate freezing section? ...	Yes	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)					
Interior: Height	28	28½	28	28	48
Width	34	46	57	69	40
Depth	20½	20½	20½	20½	17
Exterior: Height	35½	35½	35½	35½	70½
Width	41	53	64	76	48
Depth	27½	27½	27½	27½	29
CAPACITY (In Cu. Ft.)					
Total	9	13.2	16.8	20	20
Freezing compartment(s)	2.2	2.2	2.2	2.2
Storage compartment(s)	6.8	11	14.6	17.8
INTERIOR EQUIPMENT					
Partitions (No.)	1	1	1	1
Shelves (No.)	3
Door or lid shelves (No.)	3
Baskets (No.)	1	2	2	2
Special racks or service trays (No.)	2	4	4	4	1
Light	Yes	Yes	Yes	Yes	No
Thermometer	Yes	Yes	Yes	Yes	No
Ice cube trays	Available				
INSULATION					
Kind	Fiber Glass				
Thickness: (In Inches)					
Top	2½	2½	2½	2½	4
Sides	3	3	3	3	4
Bottom	3	3	3	3	4
Door (upright models)	4
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes

REFRIGERATION EQUIPMENT		Location	Front of cabinet
Cooling method	Model U5320, 3 shelves plus top and bottom; all others, wrap around	Condenser: Type	Finned
Total sq. ft. of refrigerated surface exposed to food compartment	Model 953, 23; 1353, 29.7; 1753, 35.2; 2053, 41.57; and U5320, 22.5	Wrap around	On Upright model
Compressor:		Forced convection	On Upright model
Make	Tecumseh	Natural convection	On Chest models
Sealed	Yes	Warning device	Light
Location in cabinet	Lower right part of cabinet under sharp freeze compartment	Anti-sweat provisions around freezer opening	Yes
Refrigerant	"Freon-22"	CONSTRUCTION AND FINISH OF	
Make of control	Ranco	Cabinet	Steel, baked enamel finish
Accessible for user adjustment	Yes	Interior liner	Chest models, steel, baked enamel finish; uprights, aluminum, baked enamel finish
		Refrigerated shelves or plates	Aluminum

Kelvinator & Leonard (Nash-Kelvinator)

Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit 32, Mich.

Kelvinator Model No.	FR-63	FR-93	FR-133	FR-203	FR-183
Leonard Model No.	LFR-63	LFR-93	LFR-133	LFR-203	LFR-183
Chest or upright type	Chest	Chest	Chest	Chest	Upright
Separate freezing section?	Yes	Yes	Yes	Yes	No
DIMENSIONS (In Inches)					
Interior: Height	28 1/2	26 1/2	26 1/2	24 1/2	46 1/2
Width	30 1/2	34 1/2	45 1/2	78 1/2	29
Depth	14	20 1/2	20 1/2	20	23 1/2
Exterior: Height	36 1/2	34 1/2	34 1/2	34 1/2	67 1/2
Width	39	42 1/2	54	88 1/2	36
Depth	23 1/2	29 1/2	29 1/2	29 1/2	30 1/2
CAPACITY (In Cu. Ft.)					
Total	6.0	9.4	13.0	20.0	18.0
Freezing compartment	1.7	2.0	2.0	2.6	...
Storage compartment	4.3	7.4	11.0	17.4	...
INTERIOR EQUIPMENT					
Partitions (No.)	1	1	1	2	...
Shelves (No.)	4*
Baskets (No.)	2	1	1	1	...
Special racks or service trays (No.)	...	1 Pastry-rack	
Light	No	Yes	Yes	No	No
Thermometer	Yes	Yes	Yes	Yes	No
INSULATION					
Kind	Fiberglass				
Thickness: (In Inches)					
Top	2 1/2	1 1/2	1 1/2	2	3
Sides	4	4	4	4	3 1/2
Bottom	4	4	4	4	3 1/2
Door (upright models)	3
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	2	1
Inner doors (No.)	8
Provision for locking?	Yes	Yes	Yes	Yes	No
WEIGHT (Lbs.)					
Net	223	317	354	520	450
Shipping	242	373	418	637	522
PRICE, Suggested Retail	\$269.95	\$379.95	\$449.95	\$649.95	\$599.95

*Includes bottom

REFRIGERATION EQUIPMENT

Cooling method.....Wrap around
Total sq. ft. of refrigerated surface exposed to food compartment.....Models FR-63, LFR-63, 16; FR-93, LFR-93, 17.1; FR-133, LFR-33, 20; FR-203, LFR-203, 30; FR-183, LFR-183, 31.4

Compressor:
Make.....Kelvinator or Leonard
Sealed.....Yes
Location in cabinet.....Bottom
Refrigerant.....Models FR-203 and LFR-203, "F-22"; all other models "F-12."

Make of control.....Ranco
Accessible for user adjustment?.....Yes
Location.....Unit compartment
Condenser: Type.....Finned
Wrap around type.....Yes
Forced or natural convection—Models FR-63 and LFR-63, natural; all others, forced

Warning Device:
Buzzer.....Optional plus visual indicator

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....Bonderized steel, baked white enamel
Interior liner.....Bonderized steel, baked aluminum enamel
Refrigerated shelves or plates.....Models FR-183 and LFR-183; Bonderized steel, baked white enamel

PROTECTION PLAN

Warranty.....One year plus 4-year replacement contract on sealed unit

Amana

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Proved best by actual laboratory tests of name brand food freezers, the AMANA Upright can be sold with complete confidence, AMANA is the prestige name in food freezers.

The sound combination of engineering efficiency and distinctive design has made AMANA the leader

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OF FINE CRAFTSMANSHIP"



Amana
REFRIGERATION, INC.
AMANA 16, IOWA

International Harvester

International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.

Model No.	L-7	L-12	L-16	L-20	L-9-V	L-14-V
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	No	No	No	No	No

DIMENSIONS (In Inches) (Exclusive of Hardware)

Interior: Height	19 1/4	27	27	28 1/4	42 1/4	49 1/4
Width	35	35 1/4	51 1/4	54 1/4	22 3/4	23
Depth	18	20	20	23	16 1/4	22
Exterior: Height	36	36	36	36	59 1/4	68 1/4
Width	44	57 1/4	73 3/4	73 3/4	29 1/4	29 3/4
Depth	27	29	29	29	28 1/4	28 3/4

CAPACITY (In Cu. Ft.)

Total	7	11.1	16.0	20.1	8.7	14.0
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INTERIOR EQUIPMENT

Partitions (No.)	1	2	2	2	3	4
Shelves (No.)	1	2	3	3	3	3
Door or lid shelves (No.)	1	2	3	3	3	3
Baskets (No.)	1	2	3	3	3	3
Special racks or service trays (No.)	1	1	1	1	3*	3*
Drawers (No.)	1	1	1	1	2	3
Light	Yes	Yes	Yes	Yes	Yes	Yes
Ice Cube Trays (No.)	4	4	4	4	4	4

INSULATION

Kind	Glass Fiber					
Thickness:						
Top	2	2 1/2	2 1/2	2 1/2	3 1/4	3
Sides	4	4 1/4	4 1/4	4 1/4	3 1/4	3
Bottom	4 1/2	4	4	4	3 1/4	3
Door (upright models)	3 1/4	2 1/4	2 1/4	2 1/4	3 1/4	2 1/4

LIDS OR DOORS

Number	1	1	1	1	1	1
Provision for locking?	Optional	Yes	Yes	Yes	No	Yes

WEIGHT: (In Lbs.)

Net	287	406	505	530	310	375
Shipping	343	464	566	600	395	490

PRICE, suggested retail . . . \$289.95 \$419.95 \$519.95 \$599.95 \$369.95 \$499.95

*Frozen Juice Dispenser.

REFRIGERATION EQUIPMENT

Cooling method
Wrap around, sides and bottom . . . Models L-7, L-12, L-16, and L-20
Models L-9-V and L-14-V, refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment . . . Model L-7, 17.9; L-12, 25.04; L-16, 32.95; L-20, 37.85; L-9-V, 8.7; and L-14-V, 13.4

Compressor:
Make . . . Tecumseh
Sealed . . . Yes
Location in cabinet . . . Base
Refrigerant . . . "Freon-22"
Make of control . . . Ranco
Accessible for user adjustment? . . . No

Condenser: . . . Finned type
on models L-12, L-16, L-20, and L-14-V

Wrap around type . . . Yes
Stack type . . . On model L-9-V
Natural convection . . . Yes

Warning device:
Light . . . Yes
Anti-sweat provisions around entire cabinet

CONSTRUCTION AND FINISH OF

Cabinet . . . 2 coats of synthetic enamel baked onto Bonderized steel cabinet

Interior finish . . . Spring Fresh Green synthetic enamel baked onto Bonderized steel

PROTECTION PLAN

Warranty . . . Standard I-H 5-year warranty on sealed mechanism
Food insurance . . . Available by application to Insurance Company.
Not offered by International Harvester

Amana

Amana Refrigeration, Inc., Amana, Iowa.

Model No.	80	140	12	18	25B
Chest or upright type	Chest	Chest	Chest	Upright	Upright

DIMENSIONS (In Inches)

Interior: Height	29 1/4	29 1/4	47 1/4	47 1/4	52 1/4
Width	29 1/4	48 1/4	26	35 1/4	41
Depth	18 1/4	18 1/4	17 1/4	19	20 1/4
Exterior: Height	36	36	66 1/4	66 1/4	71
Width	36 1/4	55 1/4	34	43 1/4	49
Depth	29 1/4	29 1/4	26 1/4	28 1/4	30 1/4

CAPACITY (In Cu. Ft.)

Total	8.0	14.0	12.0	18.1	25.0
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INTERIOR EQUIPMENT

Partitions (No.)	2	3	3	3	3
Shelves (No.)	2	4	3	3	3
Baskets (No.)	2	4	3	3	3
Light	Yes	Yes	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	High Density Fiberglass				
Thickness: (In Inches)					
Top	1 1/4	1 1/4	3 1/4	3 1/4	3 1/4
Sides	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Bottom	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Door (upright models)	4 1/4	4 1/4	4 1/4	4 1/4	4 1/4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lb.)

Net	225	325	295	365	445
Shipping	295	371	359	436	517

PRICE, suggested retail . . . \$279.50 \$399.50 \$499.50 \$599.50 \$699.50

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around . . . Models 80 and 140 (plus refrigerated shelf)

Other . . . Models 12, 18, and 25B, plate (plus top and bottom)

Total sq. ft. of refrigerated surface exposed to food compartment . . . Model 80, 18.59; 140, 26.2; 12, 24.6; 18, 37.1; and 25B, 46.8

Compressor:

Make . . . Tecumseh

Sealed . . . Yes

Location in cabinet . . . Bottom

Refrigerant . . . Model 80, "Freon-12"; all others, "Freon-22"

Make of control . . . Ranco

Accessible for user adjustment? . . . Yes

Location . . . Models 80 and 140, front; all others, bottom

Condenser: Type

Finned . . . Yes

Forced convection . . . Yes

Anti-sweat provisions around freezer opening . . . Yes

CONSTRUCTION AND FINISH OF

Cabinet . . . Model 25B, Baked on enamel, Amana grey; all others

baked on enamel, white

Interior liner . . . Models 80 and 140,

Hammer-tone grey, Models 12, 18

and 25B, natural aluminum

Refrigerator shelves or plates . . . Natural aluminum

PROTECTION PLAN

Warranty . . . 5-year on mechanical system, one year on cabinet and control

Food insurance . . . Included in list price

SPECIAL FEATURES

Each shelf and top and bottom of the upright models are refrigerated, assuring constant low temperature throughout interior.

Norge

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago, Ill.

Model No.	VHF-1125	VFF-200	HF-83	HF-153	HF-233
Chest or upright type	Upright	Upright	Chest	Chest	Chest
Separate freezing section	Yes	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	18 1/4	28 1/4	14 1/4	28 1/4	14 1/4
Width	34 1/4	34 1/4	18	58 1/4	18
Depth	20 1/4	20 1/4	20 1/4	20 1/4	20 1/4
Exterior: Height	61 1/4	57 1/4	36 1/4	36 1/4	36 1/4
Width	30 1/4	55 1/4	42	60	84 1/4
Depth	26 1/4	26 1/4	28	28	28

CAPACITY (In Cu. Ft.)

Total	10.5	19.15	8	15.1	23.4
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INTERIOR EQUIPMENT

Partitions (No.)	1	3	5	5	5
Shelves (No.)	4	7	2	3	4
Baskets (No.)	2	2	2	3	4
Special racks or service trays (No.)	1	1	1	1	1
Light	No	No	Yes	Yes	Yes

INSULATION

Kind	Fiberglass				
Thickness: (In Inches)					
Top	3	3	3 1/4	3 1/4	3 1/4
Sides	3	3	4	4	4
Bottom	4	4	4	4	4
Door (upright models)	3	3	4	4	4

LIDS OR DOORS

Outer doors or lids (No.)	1	2	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	275	450	235	310	420
Shipping	325	560	275	380	525

PRICE, suggested retail . . . \$429.95 \$699.95 \$349.95 \$489.95 \$659.95

*Storage

†Freezing

REFRIGERATION EQUIPMENT

Cooling method:

Wrap around . . . Models HF-83, HF-153, and HF-233

Refrigerated shelves . . . Models VHF-1125 and VFF-200

Compressor:

Make . . . Tecumseh

Sealed . . . Yes

Refrigerant . . . Models VHF-1125 and VFF-200, "Freon-22". All other models, "Freon-12"

Make of control . . . Models VHF-1125 and VFF-200, Cutler-Hammer. All other models, Ranco

Accessible for user adjustment? . . . Yes

Location . . . Models VHF-1125 and VFF-200, front-top; all others, front-bottom

Condenser: Type

Finned . . . Models VHF-1125, VFF-200

Wrap around . . . Models HF-83, HF-153, and HF-233

Forced convection . . . On models VHF-1125 and VFF-200

Warning device:

Light . . . On model HF-83, HF-153, and HF-233

Anti-sweat provisions around freezer opening . . . On models VHF-1125 and VFF-200

CONSTRUCTION AND FINISH OF

Cabinet . . . Steel White Norgloss

Interior liner . . . Models VHF-1125 and VFF-200, steel porcelain enamel; all others, aluminum

PROTECTION PLAN

Warranty . . . 5-Year on sealed-in mechanism, 1-year on complete freezer.

Food insurance . . . Included in price

tops in profits

at the peak of the selling season

As an AMANA FOOD FREEZER dealer, your profits are assured. There's no disastrous cut-in from trade-ins, service and installation costs or price-cutting. The big-volume, wide-margin AMANA profits are *all yours*.

Now—during the greatest volume selling period for food freezers—AMANA profits will add up to new heights for you. And the AMANA price leaders are the profit leaders of the entire industry!

Amana
UPRIGHT FOOD FREEZER

... the most copied food freezer in America



Pre-sold to millions with the nation's greatest freezer advertising campaign, AMANA FOOD FREEZERS are the logical choice of quality-conscious audiences who see AMANA every week on Kate Smith's coast-to-coast NBC-TV show . . . in colorful ads in Life, Post, Sunset, Time, McCall's, Good Housekeeping, Fortune, others! PLUS—CBS' great Radio Show "People are Funny."



RCA Campaign Will Tell Night Workers About Room Air Conditioner Benefits

CAMDEN, N. J. — The 2,000,000 Americans who work nights and sleep days will get all the facts and figures on room air conditioning.

A special advertising and merchandising program for RCA Victor room air conditioners is being directed to this substantial market, it was announced recently by RCA Victor officials.

The number of night workers is higher than at any time since the end of World War II, the company said, and night workers, especially during the summertime, need room air conditioners for a good day's sleep.

As presently planned, according to W. F. Carolan, general sales manager of the air conditioner department of the RCA Victor Div. Radio Corp., the campaign is being tested first in Pittsburgh and Birmingham.

Newspaper space, radio and TV spot announcements, direct mail, and a variety of dealer display material will point out that with a room air conditioner, a night worker can sleep

in a cool, dark bedroom, untroubled by the noise, humidity, heat, dust, and confusion of the summer streets.

Pittsburg and Birmingham were selected as cities for the campaign kickoff because both have a number of steel mills and airplane factories working 'round-the-clock.'

The managements of many of the defense industries are convinced that the installation of room air conditioners in the homes of night workers will step up their efficiency, Carolan said, and are cooperating in the RCA Victor program.

Several of the companies are enclosing letters in the pay envelopes of the night shifts, recommending the use of an air conditioner.

"We believe that RCA Victor's room air conditioner program in Pittsburgh and Birmingham will demonstrate beyond any doubt," Carolan added, "that room air conditioners mean better health and higher job productivity for people who must sleep during the day."

30 Air Conditioners To Go To Contest Prize Winners

CHICAGO—Thirty ½-ton air conditioners are among the prizes to be awarded by Dr. Pepper Co. to winners of its national consumer contest now in progress.

Top prize winner is to get \$6,000—\$5,000 as down payment on his "dream" home, and \$1,000 to apply on new furnishings. An additional \$19,000 in goods, including the Frigidaire air conditioners, will go to other prize winners. Contest ends June 15.

Durban, Former Frigidaire Executive, Dies at 75

DAYTON—George E. Durban, 75, former special public utility representative of Frigidaire Div., General Motors Corp., died in his home on Durban Rd., near Dayton, recently, following a long illness.

Durban had been associated with General Motors for 32 years, prior to his retirement from full time active service with the company in July, 1949.



'Weather Prophet' Competition

Contest Focuses Attention on Hot Summer And Advantages of Room Air Conditioners

OMAHA, Neb.—The Nebraska-Iowa Electrical Council has launched an air conditioning "Weather Prophet" contest which offers the public a chance to win a free vacation in Colorado, a room air conditioner, and other prizes by predicting how hot it will be on July 4th in Omaha and completing the statement, "I want a room air conditioner because..."

Being widely and intensively promoted via newspaper, television, radio, car card, poster, and other advertising, the contest is designed to

make entrants "prime, pre-conditioned" room air cooler prospects.

Under the rules of the contest, announced May 10 in a big ad in the *Omaha World-Herald*, consumers must pick up an official entry blank from their NIEC dealer.

Then they are to make their July 4th high-temperature prediction in the space provided on the entry blank, complete the statement noted above, and take—not mail—their entry to the dealer from whom they obtained the blank.

ENTRIES MUST BE TURNED IN TO DEALER

Entry blanks must be signed or stamped on the back by the dealer and turned in by him, and they must be in the dealer's store by the close of business June 20.

First prize is a five-day vacation for two in Colorado with all expenses paid and \$50 in spending money provided. The winner and companion will travel by air and stay at Denver's Park Lane hotel. In addition, a ½-ton room air conditioner will be installed in the winner's home.

A room air conditioner of the same size will also be installed in the home of the person who takes second place. Several other "consolation" prizes will be awarded.

In a brochure on the contest, the NIEC stresses that the event gives "plenty of selling opportunity."

The contest makes entrants "think about hot weather—and how sizzling hot last summer was," the brochure says. Also, "they'll learn all about room air conditioners—what one can do in their home—in trying to write a good essay. That makes them prime, pre-conditioned air conditioning prospects—and you'll get those prospects in your store twice!"

The council points out to dealers that they can "get in some good 'sales licks'" when consumers pick up their entry blanks and again when the entries are returned.

WINNER TO GET REFUND IF HE INSTALLS COOLER DURING CONTEST

On their second trip to the store, entrants should be reminded that "now is the time to install that summer comfort and that if they win the contest they won't be out one cent for acting now!" the brochure says, explaining that one of the contest rules states:

"If you plan to install a room air conditioner this summer, order it now! If your room air conditioner was purchased during the period of this contest, and your entry wins first or second prize, the full retail value of a ½-ton capacity room air conditioner will be refunded to you."

Dealers are also urged to capitalize on this contest advice appearing in all ads and on the entry blank: "Ask your dealer all about room air conditioners. His answers may help you write a better contest essay—and help you find the way to healthful, cool comfort in your home."

The council advises dealers to get their room air conditioning display out front, set up a box for contest entry blanks, "and get ready for some real business."

The ad in the *Omaha World-Herald* announcing the contest carried the names of every council member dealer. Five more ads on the contest were scheduled to be run in the *World-Herald* during May. In addition, all Omaha weeklies were to carry ads and outstate weeklies were to run air conditioning copy.

Every Omaha radio station is being used to promote both the contest and the advantages of room air conditioning. The contest is also being plugged via commercials on two TV stations and bus and streetcar cards. Exterior car cards and 20 "Ad-Ver-Tiser" posters tell the public: "THIS SUMMER—Go Home to Cool Comfort—Install a Room Air Conditioner NOW!"

Similar advertising support is planned for June.

The council is providing dealers with entry blanks, window streamers, and a drop-in ad.

Fedders Built-In Weather Bureaus are putting us out of business!

say: U. S. WEATHERMEN

"UNFAIR!" screamed the meteorologists, when news of Fedders amazing Built-In Weather Bureau broke in April 20th LIFE (biggest room air conditioner ad ever run).

"SCANDALOUS!" they yowled. "Who's going to worry about our outdoor predictions when people can touch a Fedders button and get the weather they want indoors!" But what are Fedders dealers saying?

"SENSATIONAL!" Because here's a room air conditioner with real demonstration excitement. Here's a feature that closes sales fast, like a steel trap.

"FEDDERS GIVES YOU THE WEATHER YOU WANT, WITH THE TOUCH OF A BUTTON!"



AND HERE are some more reasons why Fedders dealers are going to be the industry's top profit-makers again this year:

1. Again in '53, Fedders is the most complete line in the business.



2. Powerful cooling and dehumidifying...extra efficient filtering with easily-removable filters.

3. Sleek new styling...and a new window-model color that's a real eye-catcher...Breeze Green!

4. A Demonstration Center that's a salesman in itself! Incidentally, if you have a '52 Demo Center you can make it into a '53 model with a few simple changes.

IF YOU want to be tops in room air conditioner profits this year...call your Fedders distributor today. Or write Fedders-Quigan Corp., Dept. AC-5, Buffalo 7, New York.

the all new 1953
FEDDERS



New Appliance Dealer Finds Non-Industrial City Dwellers Buy for Cash, Stress Service

URBANA, Ill.—Elton Stevens and James Connell have been in the appliance business here for only two months, but they have already learned that doing business in a university town (University of Illinois) is a far cry from operating an appliance dealership in an industrial city.

Stevens says that their bright and shiny new store on W. Main St., featuring the Kelvinator line, got off to an auspicious start. The partners chose to stress service in their bid for a share of the town's business.

They now install each appliance sold themselves just to make sure that it is done right. Then a few days later, they revisit their customer to see that everything is working out as expected. To increase the customer's satisfaction with her purchase and give her a good reason for remembering where she bought, they present her with a little gift. These gifts have been well received so far, Stevens said.

On this follow-up call, the partners also remind the customer that the new firm is prepared to stand behind every product they sell with complete service.

Free home trials are another promotional device that the partners have used successfully. They set no specific number of days for the trial period, but arrange it to suit the prospect.

Connell and Stevens have already found that promotional advertising doesn't pull very well in Urbana.

"People here are very conservative," Stevens declared. "When they have some extra money, they do not spend it for appliances or home furnishings. They put it in stocks, bonds, or some other sort of financial investment."

"Before I came here I was credit manager for Firestone in St. Louis. I know how the people in an indus-

trial community will readily purchase appliances on time. As soon as one appliance is paid for they will buy another one.

"But not in Urbana. They will have the cash before they buy. I know some families that could well afford new appliances, but use equipment that is 10 or more years old in their homes. They just do not feel the need to buy new appliances."

Under these circumstances, the pair feel that their best method of approach to appliance sales is through service, building up the confidence of their customers in the firm's integrity.

Display In Bank Window Stirs Interest In Freezer-Food Plan

NORFOLK, Va.—Consumers Food Plan here stimulated public interest in its freezer-food plan by placing a freezer exhibit in a display window of Norfolk National Bank of Commerce, which finances plan sales.

The Consumers organization is sponsored by J. W. Rolleston Associates, Inc. and is promoting its plan throughout the metropolitan area, according to William E. Daugherty, sales manager. United Refrigerator Co. freezers are offered in connection with the plan.

Cottage Owners Target of Rebuilt Refrigerator Ads

BUFFALO — Gilbert's here attracted steady consumer interest in used refrigerators at the start of the warm weather season with a series of newspaper advertisements devoted exclusively to this type of equipment.

The ads were aimed at summer cottage owners and others looking for inexpensive used refrigerators for their summer homes.

Freezer Purchasers Get \$50-\$100 Check for Food

CHEYENNE, Wyo.—Rancher's Appliance Co., 1712 Carey Ave., and Sav-Mor, Inc., a supermarket at 1711 Logan Ave., have formed a partnership to promote a new food and freezer plan featuring Admiral home freezers, for which Rancher's is Cheyenne dealer.

Managements of the two firms said that \$50 to \$100 worth of frozen foods would be given with each home freezer purchase, depending on size of the freezer, and that there would be no attendant increase in the price.

A check for \$50 made payable to Sav-Mor will be given with the purchase of the new 11-cu. ft. Admiral home freezer. The check will be honored for its full value at the supermarket in the purchaser's choice of frozen foods. On the 19 cu. ft. freezer, the frozen food check will be for \$75, while a \$100 check will be given with the 27 cu. ft. freezer.

Freezer purchasers also will be issued food cards entitling them to meats, frozen foods, and staples at a special 10% discount at Sav-Mor.

Norge Uses Rotisserie To Promote Freezer Sales

CHICAGO—Norge has used a rotisserie tie-in premium to promote freezer sales during the months of April and May.

According to H. L. "Red" Clary, vice president in charge of sales for Norge Div. of Borg-Warner Corp., the premium cost will be split among the manufacturer, distributor, and dealers.

The premium offered is a new model "Black Angus Champion" combination infrared rotisserie, broiler, and grill, made by Manday Mfg. Co. The rotisserie will be available with all dealer purchases of Norge freezers until May 31.

Full-color four-page newsprint flyers to boost the rotisserie-freezer deal are being used on a cooperative advertising basis. Norge has also prepared window streamers and newspaper ads for distributors and dealers.

Manday is introducing its new Black Angus rotisserie during the same period through spots on 27 TV stations across the country.

Salesmen Compete In G-E Contest for Best Kitchens Using Small-Width Ranges

LOUISVILLE, Ky. — A kitchen planning contest open to all retail salesmen of General Electric major appliances has been announced by John R. Poteat, general manager of the range and water heater department of the company's major appliance division.

Designed to acquaint salesmen with space-saving advantages of the new small-width ranges, the contest offers as prizes 60 of the 24 and 36-in. "Spacemaker" ranges for the best-planned kitchens using these ranges to solve space problems.

Dealer salesmen will compete on a sectional basis within five separate geographical regions, with one 36-in. range going to the top winner in each region and from nine to 14 of the 24-in. ranges going to other winners—the number being determined by the size of the region.

To enter the contest, salesmen need only to develop a kitchen layout for their home, a customer, or their store that includes a G-E spacemaker range; and write a less-than-100-word report on how the range helped solve a kitchen planning problem.

The contest will run through July 31, concurrent with the three-month Diamond Anniversary Sweepstakes campaign promoting sales of G-E major appliances during the months of May, June, and July.

PUT YOURSELF IN THIS \$ Profit Picture with SUB-ZERO

- FREEZERS
- MILK COOLERS
- AIR CONDITIONERS

Yes, you can put yourself in the "profit-picture" with Sub-Zero... the line that sells because it has all the features your customers want most—handsome styling, large capacities, upright convenience and economy, dependable operation. And Sub-Zero is pre-sold for you by a hard-hitting national advertising campaign, kicking off with Better Homes and Gardens and Sunset, and continuing throughout the year. Help yourself to the profits that the line that's right will bring you—Sub-Zero... designed and built by refrigeration engineers. Write today for complete information.

MODEL 20 MODEL 15 MODEL 18.5 MODEL 25

Fast, efficient, economical cooling really sell Sub-Zero Milk Coolers. A complete line of 4, 6, 8 and 12 can coolers available in both Cascade and Spray Type Models. (Model illustrated is 6 can Cascade Cooler.)

You sell pleasant living with this new Sub-Zero All-Season Air Conditioner, cools and heats—filters and dehumidifies... it's a "best-seller"!

SUB-ZERO FREEZER CO., INC.
MADISON, WISCONSIN

STOP!
Losing freezer business? Fast-moving Howard Freezers with custom features and low prices mean more profits. Complete line of upright, chest models and beverage coolers.
NEW TERRITORIES FOR DEALERS, DISTRIBUTORS, and REPS—write today!
Howard REFRIGERATOR COMPANY, INC.
4745 Worth St., Phila., Pa.
Export Div.—250 Park Ave., New York, N.Y.

Home Freezer Specifications

Sub-Zero

Sub-Zero Freezer Co., Inc., Route 3, Madison, Wis.

Model No.	15	18	20	25	32
Chest or upright type	Upright	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)					
Interior: Height	50	50	50	50	50
Width	27	31	35	43	56
Depth	20½	20½	20½	20½	20½
Exterior: Height	72	72	72	72	72
Width	24	38	42	50	63
Depth	28	28	28	28	28
CAPACITY (In Cu. Ft.)					
Total	15	18	20	25	32
INTERIOR EQUIPMENT					
Shelves (No.)	3	3	3	3	3
Doors or lid shelves (No.)	4	4	4	4	4
INSULATION					
Kind	Fibre Glass				
Thickness: (In Inches)					
Top	4	4	4	4	4
Sides	3½	3½	3½	3½	3½
Bottom	4	4	4	4	4
Door (upright models)	4	4	4	4	4
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	1	2
Inner doors (No.)	4	4	4	4	8
Provision for locking?	Yes	Yes	Yes	Yes	Yes

REFRIGERATION EQUIPMENT
Cooling method.....Shelves and top
Total sq. ft. of refrigerated surface exposed to food compartment.....Model 15, 15.1; 18, 17.6; 20, 19.9; 25, 24.8; 32, 33.4

Compressor:
Make Tecumseh
Sealed Yes
Open (hp. rating).....Model 15, ¼; 18, ½; 20, ¾; 25, 1; 32, 1½

Location in cabinet.....Bottom
Refrigerant "Freon-12"
Make of control Cutler-Hammer
Accessible for user adjustment? Yes
Location.....Front, behind compressor cover

Condenser: Type
Finned Yes
Forced convection Yes
Warning device:
Light Yes
Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF Cabinet.....Aluminum—baked white enamel
Interior liner.....Aluminum
Refrigerated shelves or plates Aluminum

PROTECTION PLAN
Warranty.....1-yr. all defects in workmanship and materials, 4 yrs. additional on power unit
Food insurance.....Included in list price, 2 yrs. \$250 max.

Jordan

Jordan Sales Co., 58th and Grays Ave., Philadelphia 43, Pa.

Model No.	J-16	J-22	CF-30	TC-8	TC-16
Chest or upright type	Upright	Upright	Upright	Chest	Chest
DIMENSIONS (In Inches)					
Interior: Height	46½	46½	49	20½	20½
Width	29	33½	46½	26	60½
Depth	17½	19½	20½	22½	22½
Exterior: Height	68½	71½	71½	28	28
Width	36½	41	54	33	66
Depth	28½	30½	30½	36	36½
CAPACITY (In Cu. Ft.)					
Total	14.9	20	27.5	7.6	16.1
INTERIOR EQUIPMENT					
Shelves (No.)	4	4	4	1	2
Baskets (No.)	2	2	3	1	1
Special racks (No.)	Yes	Yes	Yes	Yes	Yes
Non-refrigerated storage	Yes	Yes	Yes	Yes	Yes
INSULATION					
Kind	High Density Fiberglass				
Thickness: (In Inches)					
Top	4	4	3½	4	4
Sides	3½	3½	3½	4	4
Bottom	4	4	4	4	4
Doors (upright models)	4½	4½	4½	4	4
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Shipping	380	450	642	275	400
PRICE, suggested retail	\$599.50	\$749.50	\$850.00	\$349.50	\$560.00

REFRIGERATION EQUIPMENT

Cooling method:
Wrap around.....Models TC-8, TC-16
Other.....Refrigerated shelves on J-16, J-22, and CF-30
Total sq. ft. of refrigerated surface exposed to food compartment.....J-16, 13.0; J-22, 16.3; CF-30, 24.25; TC-8, 13.6; TC-16, 27.0

Compressor:
Make Tecumseh
Sealed Yes
Location in cabinet Base
Refrigerant.....TC-8, "Freon-12"; all other models, "Freon-22"
Make of control Ranco
Accessible for user adjustment? Yes
Location.....J-16, J-22, and CF-30, behind compressor cover (front); all other models, rear left base

Condenser: Type
Finned Yes
Warning device:
Light.....On models J-16 and J-22
Anti-sweat provisions around freezer opening .. On J-16 and J-22

CONSTRUCTION AND FINISH OF Cabinet.....All "J" models and CF-30, Hi-Baked enamel. Both "TC" models, Duo-Baked enamel
Interior liner Aluminum

PROTECTION PLAN
Warranty.....One-year factory warranty and additional 4-year unit
Food insurance.....Two-year food spoilage, additional to list price

SPECIAL FEATURES
Uprights — "Seal-O-Matic Door" (self-adjusting); juice shelf; dry storage compartment; "Lift-off" door; trigger action door latch.

America's Finest

"FREEZER SALES VOLUME RIDING HIGH" ... SAY BEN-HUR DEALERS

"BEN-HUR NATIONAL ADVERTISING Helps Build a Bigger, More Active Prospect List"

"BEN-HUR... Greatest Freezer Line" of 53

In customer appeal, beauty, color, quality, performance, food-saving convenience — features like the amazing "Desert-Dri" Freezers easily prove "America's Finest."

... the kind of advertising "you can't miss" — read by over 21,000,000 families every month!

"BEN-HUR... Provides Today's Most Complete DEALER MERCHANDISING AID PROGRAM"

- Brilliant Dealer Store Signs
- Colorful Displays
- Four-Color Folders and Leaflets
- Dramatic National Advertising Tie-In Displays, Broad-sides, Booklets.
- Complete Newspaper Ad Mats for Local Tie-In Advertising.
- "Let's Prove It" Family Survey Forms.
- Salesman Training Films.

"ABC's of Food Freezing"
The First and Most completely up-to-date, book selection, preparation, packaging, and freezing of foods. 128 pages of home-proven data complete with recipes. Also offered for resale.

BEN-HUR SERVICE TRAINING FILM
"One call for Servicing" ... For organizing, training, simplifying dealer service, for profit-savings.

BEN-HUR FOOD PLAN PROMOTION
A proven "Gold Mine" for freezer sales and profits ... the greatest sales promotion technique in freezer history ... Complete in every detail to help you in financing, establishing food sources, salesmen training, selling interviews, and other sales-building aids.

No Other Freezer Line Offers So Many Usable Tools... For Effective Selling!
Ask your Ben-Hur Distributor about these and many other sales-making advantages of the 1953 BEN-HUR FREEZER DEALER FRANCHISE.
88% of ALL Freezers Sold are in these FIVE BEN-HUR SIZES.

BEN-HUR FREEZERS
DEPT. AC 634 E. KEEFE AVE.
MILWAUKEE 12, WISCONSIN

Buy Peerless FOR PERFORMANCE

**Faster-Freeze
Finned**



Cube Makers

The PEERLESS Finned Faster-Freeze Cube Maker provides both refrigeration and rapid ice-cube manufacture from a single, balance, compact unit. Its fin coils are standard PEERLESS coils with nonsoldered return bends ... the ice-cube maker is standard PEERLESS all-aluminum construction. Easy installation and trouble-free operation are outstanding features; these Finned Cube Makers are available with either copper or aluminum tubing, permitting choice of refrigerants. Plain type cube makers also available. Sizes, capacities for all requirements. Designed to meet government specifications. Write for details.

Peerless of America, Inc.

1501 No. Magnolia Avenue
Chicago 22, Illinois, U.S.A.

Bendix

Bendix Home Appliance Div., Avco Mfg. Corp., South Bend, Ind.

Model No.	FDD-15	FDC-15	FDD-9	FDC-20	FDC-18U
Chest or upright type	Chest	Chest	Chest	Chest	Upright
DIMENSIONS (In Inches)					
Interior: Height	30 3/4	30 3/4	25 1/2	28 3/4	45
Width	47 1/2	47 1/2	31 1/2	69	29
Depth	19	19	19	19	22 3/4
Exterior: Height	40	40	40	40	67 3/4
Width	55 1/2	55 1/2	39 1/2	85 1/2	36 3/4
Depth*	32 1/2	32 1/2	32 1/2	32 1/2	33
*Depth of all models includes hardware.					
CAPACITY (In Cu. Ft.)					
Total	14.5	14.5	8.8	20	17.4
INTERIOR EQUIPMENT					
Partitions (No.)	1	1	1	1	—
Shelves (No.)	—	—	—	—	4
Door or lid shelves (No.)	1	1	—	—	—
Baskets (No.)	2	4	—	4	—
Special racks or service trays (No.)	—	1	—	1	—
Light	Yes	Yes	Yes	Yes	No
INSULATION					
Kind	Fiberglas				
Thickness: (In Inches)					
Top	2 1/2	2 1/2	2 1/2	2 1/2	3 1/2
Sides	4	4	4	4	3 1/2
Bottom	4	4	4	4	3 1/2
Door (upright models)	—	—	—	—	3
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	2	1
Inner doors (No.)	—	—	—	—	4
Provision for locking?	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	375	375	290	576	447
Shipping	456	456	340	661	510
PRICE, suggested retail	\$429.95	\$459.95	\$339.95	\$629.95	\$649.95

REFRIGERATION EQUIPMENT
Cooling method: Wrap around... FDD-15, FDC-15, FDD-9, FDC-20, Yes; FDC-18U, Refrigerated shelves, coils in top, bottom

Total sq. ft. of refrigerated surface exposed to food compartment... FDD-15, FDC-15, 32; FDD-9, 21.3; FDC-20, 49; FDC-18U, 22.7

Compressor: Make... FDD-9, FDC-20, FDC-18U, Tecumseh
Sealed... Yes
Location in cabinet... FDD-15, FDC-15, FDC-20, Bottom left
FDD-9... Bottom center
FDC-18U... Bottom
Refrigerant... Model FDD-9 "Freon-12," all others, "Freon-22"

Make of control—FDD-9, FDC-20, FDC-18U... Ranco
Accessible for adjustment... Yes
Location — FDD-15, FDC-15, FDD-9, FDC-20... Adjacent to unit on front of freezer
FDC-18U... Front of base
Condenser: Type... Fanned
Forced convection... Yes
Warning device... Light
FDD-15... No
All others... Yes

Anti-sweat provisions around freezer opening—FDC-18U... Yes
CONSTRUCTION AND FINISH OF
Cabinet... Welded steel with white baked synthetic enamel
Interior liner... White baked acid-resistant enamel

Refrigerated shelves or plates, FDC-18U... Yes—3

PROTECTION PLAN
Warranty... 5-year warranty

SPECIAL FEATURES
Chest models have self-rising lids, push-pull handle, recessed toe space, wire dividers. On upright model top inner door folds down for loading and unloading, 3 compartment doors act as loading shelves.

Nor-Lake

Model No.	20
Chest or upright type	Upright
Separate freezing section?	Yes
DIMENSIONS (In Inches)	
Exterior: Height	70
Width	43
Depth	28
CAPACITY (In Cu. Ft.)	
Total	203
INSULATION	
Kind	Fiberglas
LIDS OR DOORS	
Outer doors or lids (No.)	1
Inner doors (No.)	4
WEIGHT (Lbs.)	
Net	425
Shipping	515
PRICE, suggested retail	\$695
REFRIGERATION EQUIPMENT	
Cooling method	Shelving coiled
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Bottom
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for adjustment	Yes
Location	Lower compartment
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	Baked on enamel

Freeze Pantry (Ryan Industries)

Ryan Industries, Inc., 1025 E. Excelsior Ave., Hopkins, Minn.

Model No.	19*	27*
Chest or upright type	Upright	Upright
DIMENSIONS (In Inches)		
Interior: Height	48 3/4	48 3/4
Width	28 3/4	41 1/2
Depth	23 1/2	21 1/2
Exterior: Height	68 3/4	70 3/4
Width	36	48 1/2
Depth	31 1/2	32 3/4
CAPACITY (In Cu. Ft.)		
Total	19	27
INTERIOR EQUIPMENT		
Shelves (No.)	3	3
Door or lid shelves (No.)	—	4
Light	Yes	Yes
Thermometer	Yes	No
INSULATION		
Kind	Fiberglas	PF 513
Thickness: (In Inches)		
Top	3 1/2	3 1/2
Sides	3 1/2	3 1/2
Bottom	3 1/2	3 1/2
Door (upright models)	3 1/2	3 1/2
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Inner doors (No.)	8	8
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	412	480
Shipping	475	575
*Available without inner doors.		

REFRIGERATION EQUIPMENT

Cooling method... Refrigerated shelves, top and bottom plates
Total sq. ft. of refrigerated surface exposed to food compartment... Model 19, 36.8; 27, 49.6

Compressor: Make... Tecumseh
Sealed... Yes
Refrigerant... "Freon-22"
Make of control... Ranco
Accessible for user adjustment... Yes
Location... Front of machine compartment

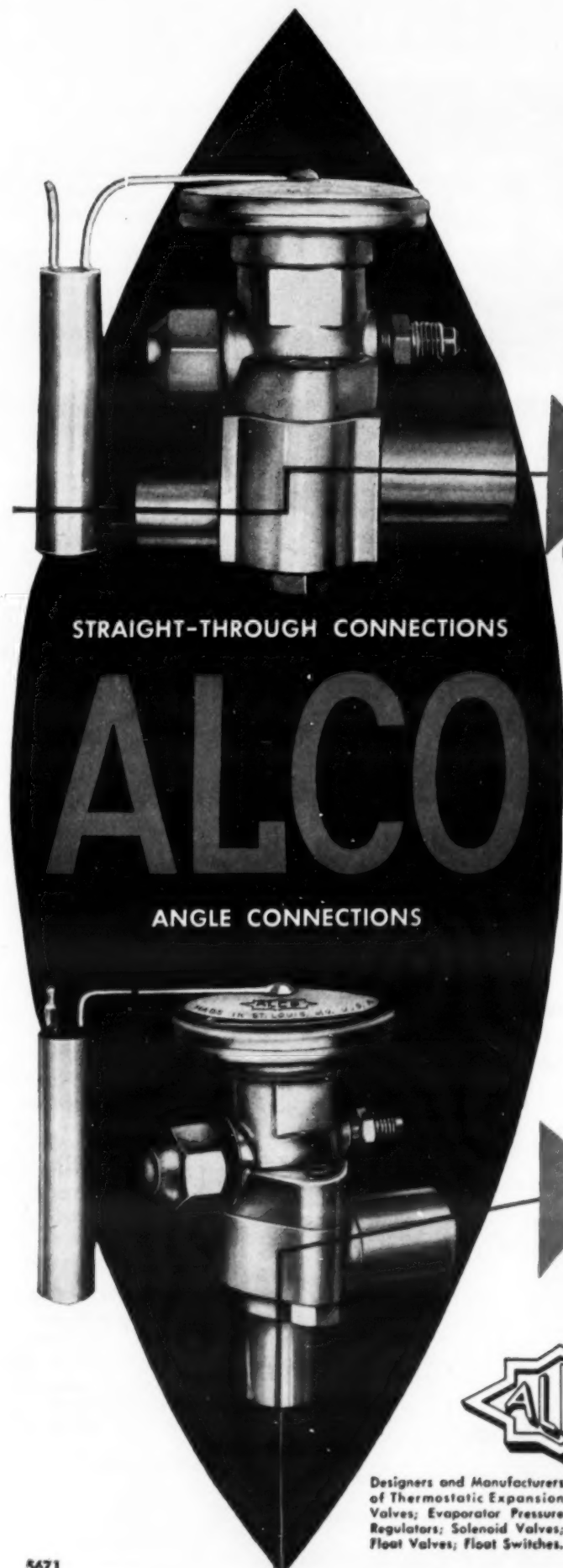
Condenser: Type
Finned... Yes
Forced convection... Yes
Warning device... Buzzer
Anti-sweat provisions around freezer opening... Yes

CONSTRUCTION AND FINISH OF
Cabinet... Steel with baked enamel
Interior liner... Aluminum
Refrigerated shelves or plates... Brazed aluminum

PROTECTION PLAN
Warranty... 5 years
Food insurance... Included

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Home Freezer Specifications

Hotpoint

Hotpoint Co., Chicago, Ill.

Model No.	EK80-7	EK105-7	EK152-7	EK234-7	EM105-7
Chest or upright type	Chest	Chest	Chest	Chest	Upright
Separate freezing section	No	No	Yes	Yes	No
DIMENSIONS (In Inches)					
Interior: Height	19%	28%	29%	29%	45%
Width	34 ¼	35 ½	52 ¼	76 ½	24 ½
Depth	20 ¼	21 ½	20 ¼	20 ¼	17
Exterior: Height	36 ¼	36 ¼	36%	36%	61%
Width	42	42	60	84 ¼	30%
Depth	33	33	33	33	28%
CAPACITY (In Cu. Ft.)					
Total	8.0	10.5	15.2	23.4	10.5
Freezing compartment(s)	3.6	3.3	3.3
Storage compartment(s)	6.9	11.9	20.1
INTERIOR EQUIPMENT					
Partitions (No.)	2	2	2	4
Shelves (No.)	4
Baskets (No.)	2	3	3	5
Drawers (No)	2
Light	Yes	Yes	Yes	Yes (2)	No
Thermometer	Yes	Yes	Yes	Yes	No
INSULATION					
Kind	Glass Fiber				
Thickness: (In Inches)					
Top	2%	2%	2%	2%	3
Sides	3%	3 ¼	3%	3%	3
Bottom	3 ¼	3	3 ¼	3 ¼	3
LIDS OR DOORS					
Provision for locking?	Yes	Yes	Yes	Yes	No
WEIGHT (Lbs.)					
Net	230	250	320	410	275
Shipping	280	300	380	525	365
PRICE, suggested retail	\$329.95	\$399.95	\$479.95	\$659.95	\$429.95

REFRIGERATION EQUIPMENT

Cooling method:
 Refr. shelves.....Model EM105-7
 Wrap around.....All other models
 Total sq. ft. of refrigerated surface exposed to food compartment.....EK80-7, 14.1; EK105-7, 20.3; EK152-7, 26.0; EK234-7, 34.3; EM105-7, 10.1

Compressor:
 Make.....Tecumseh
 Sealed.....Yes
 Location in cabinet.....Under
 Refrigerant.....Model EM105-7, "Freon-22"; all other models, "Freon-12"

Make of control.....Model EM105-7, Cutler-Hammer; all other models, Ranco

Accessible for user adjustment.....Yes
 Location.....Model EK80-7, back; other models, (machine compartment, behind grille) inside, top

Condenser: Type
 Finned.....Model EM105-7
 Wrap around.....All other models
 Forced or natural convection
 Forced.....Model EM105-7
 Natural.....All other models

Warning device:
 Light.....Yes
 Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF
 Cabinet.....Steel
 Interior liner.....alum.-porc. on steel
 Refrigerated shelves or plates.....Steel, on model EM105-7

PROTECTION PLAN
 Warranty.....5-yr.

SPECIAL FEATURES
 Juice rack on chest models, adjustable shelf on uprights.

Philco

Philco Corp., C and Tioga Sts., Philadelphia, Pa.

Model No.	GH-82S	GH-82C	GH-82	GH-122	H-183
Chest or upright type	Chest	Chest	Chest	Chest	Chest
Separate freezing section? ..	No	No	No	No	Yes
DIMENSIONS (In Inches)					
Interior: Height	28%	28%	28%	28%	29 1/8
Width	35	35	35	50	68 1/4
Depth	18%	18%	18%	18%	19
Exterior: Height	36	36	36	36	36
Width	42	42	42	57	75 1/4
Depth	29 1/2	29 1/2	29 1/2	29 1/2	29 1/2
CAPACITY (In Cu. Ft.)					
Total	8.1	8.1	8.1	12.5	18.5
Freezing compartment(s)	3.6
Storage compartment(s)	14.9
INTERIOR EQUIPMENT					
Partitions (No.)	1	1	1	2	1
Baskets (No.)	2	2	2
Special racks or service trays (No.)	1	1
Light	No	No	Yes	Yes	Yes
INSULATION					
Kind	Fiberglass				
Thickness: (In Inches)					
Top	3	3	3	3	3
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	1	1
Provision for locking?	No	No	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	247	244	259	315	400
Shipping	290	293	302	380	500
PRICE, suggested retail	\$279.95	\$299.95	\$329.95	\$399.95	\$499.95

REFRIGERATION EQUIPMENT
 Cooling method.....Plate type
 Total sq. ft. of refrigerated surface exposed to food compartment.....Model GH-82S, 7.3; GH-82C, 7.3; GH-82, 7.3; GH-122, 9.8

Compressor:
 Make.....Tecumseh
 Sealed.....Yes
 Location in cabinet.....Models GH-82S and GH-82C, front to back, left, bottom; all others, front to center bottom
 Refrigerant.....Models GH-122, and H-183, "Freon-22"; all others "Freon-12"

Make of control.....Cutler-Hammer
 Accessible for user adjustment?.....On all models except model GH-82S
 Location.....Model GH-82S, rear left, bottom; GH-82C and GH-82, front left, bottom; GH-122, front center, bottom; H-183, front left, bottom

CONSTRUCTION AND FINISH OF
 Cabinet.....White Dulux
 Interior liner.....White Porcelain
 Refrigerated shelves or plates.....Aluminum

PROTECTION PLAN
 Warranty.....Five-year warranty protection plan

SPECIAL FEATURES
 Designed with new sloping front which gives more space at top; 70% of storage space is above knee level; Key Largo lid liner and breaker strips on all models but GH-82S; adjustable levelers all models but H-183; Power cord safety bracket all models.

Polar Pantry (La Crosse)

La Crosse Cooler Co., La Crosse, Wis.

Model No.	L19-D	L19	L27-D	L27
Chest or upright type	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)				
Interior: Height	47	47	47	47
Width	29	29	41	41
Depth	24	24	25	25
Exterior: Height	68¾	68¾	70¾	70¾
Width	36	36	48½	48½
Depth	31¼	31¼	32¾	32¾
CAPACITY (In Cu. Ft.)				
Total	24	24	29	29
INTERIOR EQUIPMENT				
Shelves (No.)	3	3	3	3
Light	Yes	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes
INSULATION				
Kind	Low Density Fiberglas			
Thickness: (In Inches)				
Top	3½	3½	3½	3½
Sides	3½	3½	3½	3½
Bottom	3½	3½	3½	3½
Door (upright models)	3½	3½	3½	3½
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	1	1
Inner doors (No.)	8	8
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	400	400	500	500
Shipping	480	480	580	580
PRICE, suggested retail	\$695.68	\$659.05	\$701.01	\$668.73
REFRIGERATION EQUIPMENT				
Cooling method	Refrigerated shelves, plus top and bottom			
Total sq. ft. of refrigerated surface exposed to food compartment	Models L19-D and L19, 23.5; models L27-D and L27, 31			
Compressor:				
Make	Tecumseh			
Sealed	Yes			
Location in cabinet	Bottom			
Refrigerant	"Freon-22"			
Make of control	Ranco			
Accessible for user adjustment	Yes			
Location	Lower compressor compartment			
CONDENSER AND FINISH OF				
Condenser: Type	Finned			
Warning device	Buzzer			
Anti-sweat provisions around freezer opening	Yes			
CONSTRUCTION AND FINISH OF				
Cabinet	All metal construction, exterior finished in white baked enamel			
Interior liner	Embossed aluminum			
Refrigerated shelves or plates	Embossed aluminum			
PROTECTION PLAN				
Warranty	One year manufacturer's warranty plus optional four-year protection plan			

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1/4" or 1/2" ODS Connections



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Barkow

Aug. G. Barkow Mfg. Co., Inc., 2230 S. 43rd St., Milwaukee 15, Wis.

Model No.	F-15 Upright	F-20 Upright	F-22 Upright
Chest or upright type	Upright	Upright	Upright
DIMENSIONS (In Inches)			
Interior: Height	48½	49½	49½
Width	32	35	43½
Depth	17	20	20
Exterior: Height	70½	71½	71½
Width	39½	42½	51½
Depth	24½	27½	27½
CAPACITY (In Cu. Ft.)			
Total	15	20	25
INTERIOR EQUIPMENT			
Shelves (No.)	3	3	3
INSULATION			
Kind	Fiber Glass		
Thickness: (In Inches)			
Top	3½	3½	3½
Sides	3½	3½	3½
Bottom	4½	4½	4½
Door (upright models)	4	4	4
LIDS OR DOORS			
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	360	390	450
Shipping	440	500	575

REFRIGERATION EQUIPMENT

Cooling method	Plate shelves plus refrigerated top
Total sq. ft. of refrigerated surface exposed to food compartment	39%
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Base
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for user adjustment	Yes
Location	Compressor com't.
Condenser: Type	
Finned	Yes
Forced convection	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	20 gauge steel Dulux enamel
Interior liner	Embossed aluminum
PROTECTION PLAN	
Warranty	5 year

IcebergIceberg Freezer Corp.,
203 N. Wabash Ave., Chicago, Ill.

Model No.	195
Chest or upright type	Upright
DIMENSIONS (In Inches)	
Interior: Height	68
Width	31½
Depth	21
Exterior: Height	72½
Width	39½
Depth	29
CAPACITY (In Cu. Ft.)	
Total	19.5
INTERIOR EQUIPMENT	
Drawers (No.)	3
INSULATION	
Kind	Glass Wool
Thickness: (In Inches)	
Top	4½
Sides	4
Bottom	4
LIDS OR DOORS	
Outer doors or lids (No.)	3
Provision for locking?	Yes
WEIGHT (Lbs.)	
Net	385

Shipping	410
PRICE, suggested retail	\$699.50
REFRIGERATION EQUIPMENT	
Cooling method:	
Wrap around	Circulating cold air
Total sq. ft. of refrigerated surface exposed to food compartment	18.0
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Top
Refrigerant	"Freon-22"
Is control accessible for user adjustment?	Yes
Condenser: Type	
Finned	Yes
Forced convection	Yes
Warning device:	
Buzzer	Yes
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	Steel white
Interior liner	Steel white
PROTECTION PLAN	
Warranty	5 yrs.
Food insurance	Yes

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Coldspot	Rich
Coolmaster	Rich Pland
Crosley	Servel
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Harder-Freez by Tyler	Wilson
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Home and Ranch	Zero Freeze
Howard	Zero King
Jordan	Zero Queen

OTHER REFRIGERATION EQUIPMENT

ACCO Frozen Food Display Cabinets	IMPERIAL Commercial Refrigerator
AJAX Ice Maker	KAREN X-RAY Refrigerated Film Developer
ALPINE Cooler	KOOL RITE Package Refrigeration System
ANHEUSER-BUSCH Ice Cream Cabinets	LACROSSE Bottle Coolers
ANHEUSER-BUSCH Frozen Food Cabinets	LARCO Water Cooler
ARTIC CIRCLE Cooler	MASTER-BILT Milk Coolers
BAKE-O-BANK Bakery Freezers	MARVEL Air Conditioners
BEVADOR Beverage Refrigerator	McCRAE Commercial Freezers
BLOOD BANK Refrigerator	MONTGOMERY-WARD Milk Cooler
CALCOLD Commercial Refrigerators	MOHAWK Commercial Refrigerators
CHILL AIR Walk-in Freezer	NORRIS Milk Dispenser
COOLMASTER Beverage Coolers	OASIS Water Coolers
COOLSTREAM Water Coolers	PALMAIRE Evaporative Coolers
FARMMASTER Milk Coolers	PURO Water Cooler
FOSTER Commercial Refrigerators	PERLICK Bottle Coolers
FRUIT-O-MATIC	PERLICK Beer Dispensers
FRIGID PRODUCTS Milk Cooler	RACOIRI Bar Milk Dispenser
FRIGITEMP Beverage Coolers	RIPEWAY Milk Coolers
GENERAL-BEVMART Vending Equipment	SMITH Ice Cream Dispenser
GENERAL VENDMORE Vending Equipment	SNO-BREEZE Evaporative Coolers
HILSON Beverage Coolers	SUNROC Water Cooler
HIRES Water Cooler	UNITED Bottle Coolers
HOWARD Beverage Coolers	UNITED Ice Cube Maker
IDEAL Beer Coolers	UNITED Reach in Refrigerators
IDEAL Vender	WRIGHT Air Coolers

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TRADE-MARK
Manufactured by
UNITED MANUFACTURING & SERVICE COMPANY
411 South 6th Street • Milwaukee, Wis.

Home Freezer Specifications

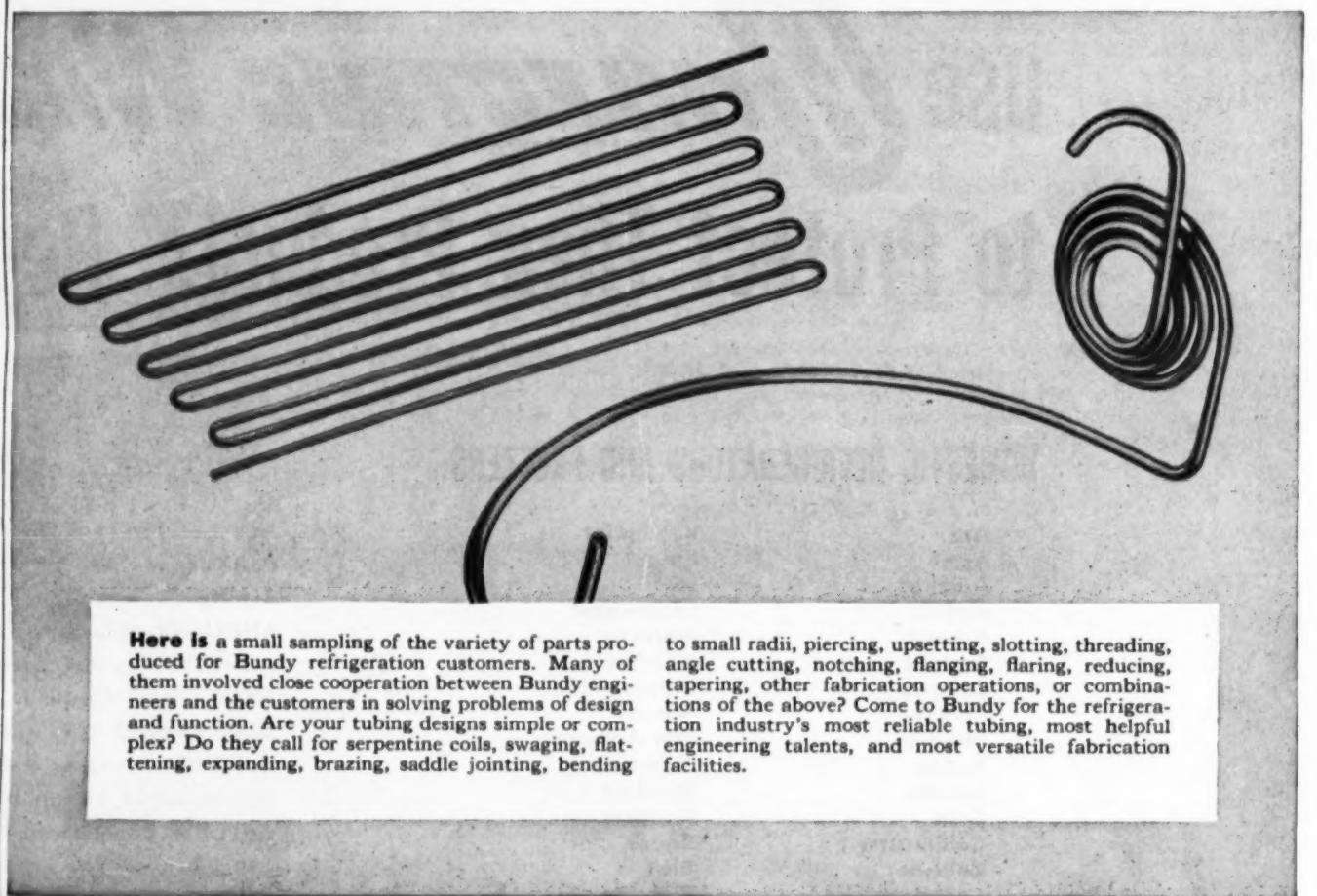
Gibson

Gibson Refrigerator Co., Greenville, Mich.

Model No.	HFU-70	HFU-110	HFU-180	HFU-250	HFU-320	HFU-170	HF-100	HF-140	HF-200
Chest or upright type	Upright	Upright	Upright	Upright	Upright	Upright	Chest	Chest	Chest
Separate freezing section?	No	No	No	No	No	No	No	Yes	Yes
DIMENSIONS (In Inches)									
Interior: Height	49	53½	53	53	53	53	53	53	53
Width	17½	24	32½	45	57½	25	46½	30½	48½
Depth	17½	17½	19½	19½	19½	22½	19½	19½	19½
Exterior: Height	58½	62	72½	72½	72½	72½	40½	40½	40½
Width	24½	31	41	53½	65½	32	54½	54½	73½
Depth	28½	28½	31	31	31	30½	30½	30½	30½
CAPACITY (In Cu. Ft.)									
Total	7.15	11.07	18.32	25.16	32.28	17	10.50	14.10	20.0
INTERIOR EQUIPMENT									
Partitions (No.)	1	1	1	1	1	1	1	1	1
Shelves (No.)	3	3	4	4	4	5	2	2	2
Baskets (No.)	1	1	1	1	1	1	1	1	1
Special racks or service trays (No.)	1	1	1	1	1	1	1	1	1
Light	No	No	Yes	Yes	Yes	No	Yes	Yes	Yes
INSULATION									
Kind	Fiberglass								
Thickness (In Inches)									
Top	3	3½	4	4	4	3½	3½	3½	3½
Sides	3	3½	4	4	4	3½	4	4	4
Bottom	3½	3½	4	4	4	3½	4	4	4½
Door (upright model)	3½	5	4½	4½	4½	3½			
LIDS OR DOORS									
Outer doors or lids (No.)	1	1	1	1	2	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT									
Net	248	336	455	530	650	300	315	375	470
Shipping	276	400	575	665	815	380	408	465	600
PRICE, suggested retail	\$279.95	\$389.95	\$599.95	\$699.95	\$899.95	\$549.95	\$399.95	\$459.95	\$599.95
REFRIGERATION EQUIPMENT									
Cooling method:	Condenser: Type								
Wrap around.....Models HFU-170, HF-100, HF-140, HF-200	Finned.....Yes								
5 Refrigerated surfaces on other models	Forced or natural convection.....Yes								
Total sq. ft. of refrigerated surface exposed to food compartment.....HFU-70, 12.57; HFU-110, 17.70; HFU-180, 34.44; HFU-250, 47.69; HFU-320, 61.48; HFU-170, 21.61; HF-100, 17.90; HF-40, 27.29; HF-200, 34.56	Natural.....Models HFU-70, HFU-110, and HF-100								
Compressor:	All other models, forced								
Make.....Gibson & Tecumseh	Anti-sweat provisions around freezer opening.....Yes								
Sealed.....Yes	CONSTRUCTION AND FINISH OF								
Location in cabinet.....Bottom	Cabinet.....Hylux								
Refrigerant.....Models HFU-70, HFU-110, HF-100, "Freon-12"	Interior liner.....Models HFU-70 and HFU-110, porcelain; model HFU-170, aluminum; all other models, baked enamel								
All other models, "Freon-22"	PROTECTION PLAN								
Make of control.....Ranco	Warranty.....Yes								
Accessible for user adjustment?.....Yes	Food insurance.....Included in list price, all models								
Location.....Models HFU-70, HFU-110, front top; models HFU-180, HFU-250, HFU-320, HFU-170, front bottom; models HF-100, HF-140, HF-200, front.	SPECIAL FEATURES								
	HFU-70, Stay-packt shelves, 24½ in. width, open grid type shelf, optional right and left hand doors. HFU-170, two wire, removable shelves. HFU-180, 250, and 320, Safe-type door construction. HFU-110 Tilt-out, take-out basket, stay-packt shelves. Chests: Off-center handles on wire baskets, flat moulding, toe space on all models.								

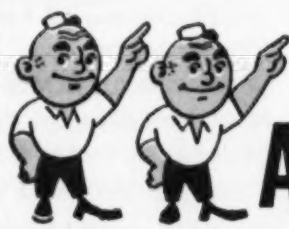
Upright Freeze (International Harvester)

International Products Corp., 2031 East 51st St., Los Angeles, Calif.		
Model No.	Suburban	Rancher
Chest or upright type	Upright	Upright
DIMENSIONS (In Inches)		
Interior: Height	51½	51½
Width	24	29½
Depth	21½	23½
Exterior: Height	70½	70½
Width	30	35½
Depth	27½	29½
CAPACITY (In Cu. Ft.)		
Total	15	20
INTERIOR EQUIPMENT		
Shelves (No.)	4	4
Special racks or service trays (No.)	3 Door racks	3 Door racks
INSULATION		
Kind	High Density Fibre Glass	
Thickness:		
Top	3½	
Sides	3½	
Bottom	3½	
Door (upright models)	3	
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Inner doors (No.)	4	4
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	310	350
Shipping	350	400
PRICE, suggested retail	\$599.50	\$699.50
REFRIGERATION EQUIPMENT		
Cooling method.....shelves coils	Forced convection	Yes
Total sq. ft. of refrigerated surface exposed to food compartment.....Model UF-15, 24; Model UF-20, 32.8	Anti-sweat provisions around freezer opening	Yes
Compressor:	CONSTRUCTION AND FINISH OF	
Make.....Tecumseh	Cabinet.....20 gauge steel baked enamel	
Sealed.....Yes	Interior liner.....Embossed aluminum, natural	
Location in cabinet.....Bottom	Refrigerated shelves or plates.....Copper tubing—aluminum cover shelves	
Refrigerant....."Freon-22"	PROTECTION PLAN	
Make of control.....Ranco	Warranty.....5 year compressor—1 year component parts	
Accessible for user adjustment.....Yes	Food insurance.....2 years	
Condenser: Type.....Finned		



Here is a small sampling of the variety of parts produced for Bundy refrigeration customers. Many of them involved close cooperation between Bundy engineers and the customers in solving problems of design and function. Are your tubing designs simple or complex? Do they call for serpentine coils, swaging, flattening, expanding, brazing, saddle jointing, bending

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Bundyweld starts as a single strip of copper-coated steel. Then it's...



continuously rolled twice around laterally into a tube of uniform thickness, and



passed through a furnace. Copper coating fuses with steel. Result...



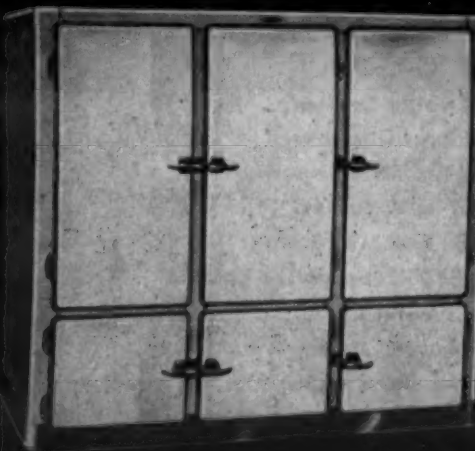
Bundyweld, double-walled and brazed through 360° of wall contact.



NOTE the exclusive patented Bundyweld beveled edges, which afford a smoother joint, absence of bead and less chance for any leakage.

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UNDERWRITERS APPROVED



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Write for illustrated Brochure on Genuine P-H "Lifetime" Porcelain Enamel Finish and "Scratch-Stain" Test.



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GRAND HAVEN, MICHIGAN

New York Export Office — Puffer-Hubbard International
440 Lafayette St., New York City—Cable Address "MANEERSUP"
Reach-In and Pass-Thru Cabinets — Beverage Coolers — Dough Retarders — Baked Goods Freezers — Dairy-Delicatessen Cases

Masterfreeze

Masterfreeze Corp., Sister Bay, Wis.

Model No. Chest or upright type	104SCH Chest	16SCH Chest	20SCH Chest
DIMENSIONS (In Inches)			
Interior: Height	26½	26½	26½
Width	31½	49½	61½
Depth	21½	21½	21½
Exterior: Height	35½	35½	35½
Width	55	72	84
Depth	29	29	29
CAPACITY (In Cu. Ft.)			
Total	10.4	16.4	20.4
INTERIOR EQUIPMENT			
Partitions	Yes	Yes	Yes
Baskets	Optional	Optional	Optional
Non-refrigerated storage	Yes	Yes	Yes
INSULATION			
Kind		Fiberglas	
Thickness: (In Inches)			
Top	2½	2½	2½
Sides	3½	3½	3½
Bottom	4½	4½	4½
LIDS OR DOORS			
Outer doors or lids (No.)	1	1	1
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	375	450	525
Shipping	450	550	650
PRICE, suggested retail			
	\$357.50	\$465.00	\$538.50
REFRIGERATION EQUIPMENT			
Cooling method	Plate type	Condenser: Type	Finned
Compressor:		Forced convection	Yes
Make	Tecumseh	Anti-sweat provisions around	Yes
Sealed	Yes	freezer opening	Yes
Location in cabinet	Left end	CONSTRUCTION AND FINISH OF	
Refrigerant	"Freon-22"	Cabinet	
Make of control	Ranco	Interior liner	
Accessible for user	Yes	aluminum or steel	
adjustment	Yes	PROTECTION PLAN	
Location	Front	Warranty	
		5 years	

L & H Lectro-Host (Lindemann & Hoverson)

Lindemann & Hoverson Co., Milwaukee 15, Wis.

Model No. Chest or upright type	F9-3 Chest	F13-3 Chest	F17-3 Chest	F20-3 Chest	UF11 Upright	UF19 Upright	UFD19 Upright
Separate freezing section?	Yes	Yes	Yes	Yes	No	No	No
DIMENSIONS (In Inches)							
Interior: Height	28	28½	28	28	47½	48½	48½
Width	34	46	57	69	24	28½	28½
Depth	20½	20½	20½	20½	15	23½	23½
Exterior: Height	36	36	36	36	59½	68½	68½
Width	41	53	64	76	30½	36	36
Depth	27½	27½	27½	27½	28½	31½	31½
CAPACITY (In Cu. Ft.)							
Total	8.9	13.2	16.7	20.5	11	19	19
Freezing compartment(s)	2.2	2.2	2.2	2.2			
Storage compartment(s)	6.7	11.0	14.5	18.3			
INTERIOR EQUIPMENT							
Partitions (No.)	4	4	4	2			
Shelves (No.)					4	3	3
Door or lid shelves (No.)					3		
Baskets (No.)	2	2	2	1			
Drawers (No.)					1		
Light	Yes	Yes	Yes	Yes	No	Yes	Yes
Thermometer	Yes	Yes	Yes	Yes	No	Yes	Yes
INSULATION							
Kind		Fiberglas Type 513				Fiberglas	
Thickness: (In Inches)							
Top	2½	2½	2½	2½	3½	3½	3½
Sides	3	3	3	3	3	3½	3½
Bottom	3½	3½	3½	3½	3½	3½	3½
Door (upright models)					3½	3½	3½
LIDS OR DOORS							
Outer doors or lids (No.)	1	1	1	1	1	1	1
Inner doors (No.)							8
Provision for locking?	Yes	Yes	Yes	Yes	No	Yes	Yes
WEIGHT (Lbs.)							
Shipping	379	417	464	577	320	465	470
PRICE, suggested retail							
	\$331.95	\$433.95	\$478.95	\$576.95	\$409.95	\$629.95	\$659.95

REFRIGERATION EQUIPMENT

Cooling method..... Models UF-11, UF-19, and UFD-19, shelves; all others, wrap around

Total sq. ft. of refrigerated surface exposed to food compartment..... F9-3, 23; F13-3, 29.73; F17-3, 35.2; F20-3, 41.57; UF-11, 9.5; UF-19, 23.5; UFD-19, 23.5

Compressor:

Make Tecumseh

Sealed Yes

Open (hp. rating)..... UF-11, ¼; UF-19, ½; UFD-19, ¾

Location in cabinet..... UF-11, back; UF-19 and UFD-19, bottom; all others, right side

Refrigerant..... UF-11, "Freon-12"; all others, "Freon-22"

Make of control Ranco

Accessible for user adjustment Yes

Location Models UF-19 and UFD-19, machine comp't.; all other models, front

Condenser: Type

Wrap around Yes

Forced convection..... Models UF-19 and UFD-19

Warning device:

Light and buzzer on models UF-19 and UFD-19

Anti-sweat provision around freezer opening... On models UF-11, UF-19, and UFD-19; all other models, by condenser

CONSTRUCTION AND FINISH OF

Cabinet Welded steel baked synthetic enamel

Interior liner..... Welded steel baked synthetic enamel

Refrigerated shelves or plates..... Models UF-11, UF-19, and UFD-19, copper tubing; all other models, Bundyweld tubing

PROTECTION PLAN

Warranty..... One year on parts against faulty workmanship, material; 4 years added on compressor

'Quickfrez Story' Depicted In Color Sound-Slide Film

FOND DU LAC, Wis.—A new sound-slide sales training film, in full color, has been created by Quickfrez, Inc., to present "The Quickfrez Story" to dealers and retail sales personnel. The 15-minute film dramatically and interestingly traces the company's growth and achievement, and

presents its 1953 "Color Harmony" refrigerator line. The designing, the testing, and special features of Quickfrez refrigerators are highlighted in the film. The film is being made available to Quickfrez distributors now by the sales department of Quickfrez, Inc.

LOOK AHEAD

1 YEAR

5 YEARS

10 YEARS

Model DH-3A • High efficiency
Compact, beautiful • Light, Dependable

— and you'll buy **VICTOR** today!

...Send for details of this Victor Dehumidifier and other items in the Victor line that mean More Sales... More Profitable Sales for You

VICTOR

VICTOR PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND
MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZERS

It almost goes without saying that you can't beat Bundyweld for leak-proof, dependable performance in your compressor and evaporator coils and refrigerant lines, and in other tubing lines throughout your refrigerators and freezers.

But you get more than peace of mind with Bundyweld. For instance, you tap a wealth of fabrication facilities and engineering skills.

Do your tubing part designs call for difficult fabrication operations or easy ones? Do the designs call for unusual combinations of operations? Do they create problems

that may seem unsolvable?

If your needs call for a tubing part that is at all producible, you can count on us to do the job—exactly to specifications at lowest possible cost. But say it isn't producible. What then?

Just this. Bundy engineers who know their Bundyweld and refrigeration tubing problems inside and out will work with you personally until problems turn into solutions.

This help and teamwork pay off in time and trouble saved. And such a pooling of specialized skills—yours and the Bundy man's—frequently pays off in lowered ma-

terial costs and lowered production costs, too.

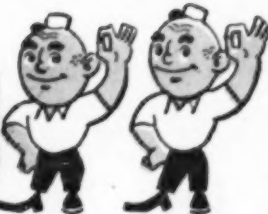
What if your company is geared for low-cost fabrication? Wonderful. You can count on us to ship clean, carefully inspected Bundyweld on time and in specified straight lengths. Of course, you can still summon all the engineering help you can use.

For tubing that's the standard of dependability, for fabrication facilities and engineering talents devoted to producing better tubing parts at lowest possible cost, come to Bundy, headquarters for small-diameter tubing.

BUNDY TUBING COMPANY • DETROIT 14, MICHIGAN

Bundyweld Tubing

DOUBLE-WALLED FROM A SINGLE STRIP



They'll Do It Every Time By Jimmy Hatlo



Have You READ 'Peace and Progress' Yet?

Picture Window Beauty
ENGINEERED FOR DUTY!

A NEW KOCH REACH-IN
WITH

CRYSTAL CLEAR SLIDING DOORS

KOCH GIVES YOU MORE . . . now a 25-cu. ft. reach-in with Thermopane sliding glass doors . . . a natural for picture-perfect perishable foods.

KOCH GIVES YOU MORE . . . more SELLING POINTS. Efficient utilization of floor space is a strong point for this reach-in refrigerator because THERE IS NO OPENING INTO THE AISLES.

KOCH GIVES YOU MORE . . . KOCH engineering means best construction at BEST prices . . . and at BEST PROFITS for you. These doors, framed in polished aluminum and plastic, are built for perfect operation. They are top-suspended, easy-rolling, tight-sealing and beautiful appearing.

KOCH GIVES YOU MORE . . . more CUSTOMERS . . . more and better profits. You can add to your profit picture with these KOCH reach-ins. Write or wire factory for franchise information.

THESE DOORS ARE ENGINEERED! SPACE-engineered for efficient utilization of floor area. NO OPENING INTO AISLES . . . make the utmost use of precious floor space.

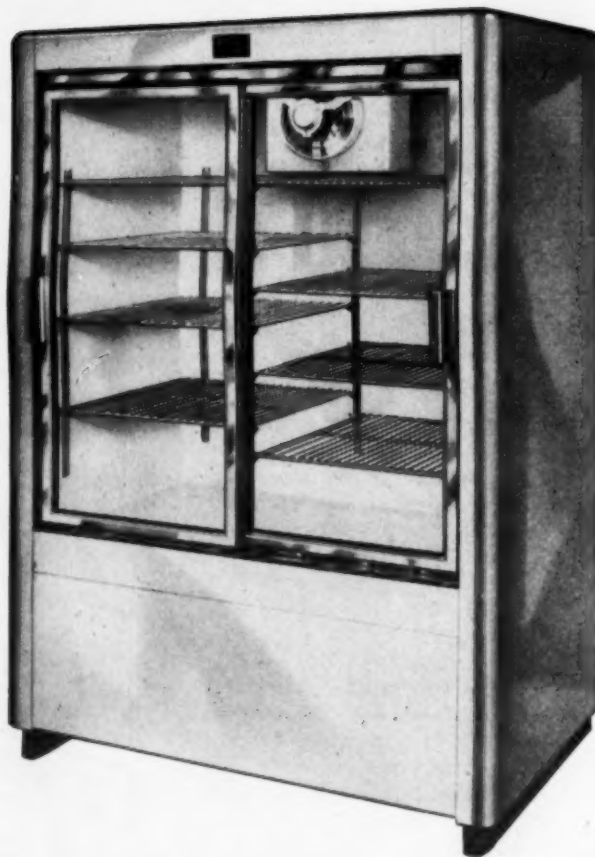
THESE DOORS ARE ENGINEERED! Grip-action aluminum handles for effortless use. Bumper guards protect against finger mashing.

THESE DOORS ARE ENGINEERED! Designed for strength and appearance. Assembly is rigid, with permanent, no-sag features. Glass is sealed in rubber to resist shock.

THESE DOORS ARE ENGINEERED! Almost self-closing, doors slide easily but they will not bounce open. Specially engineered track means doors stay closed until next opening.

Write or wire today for franchise availability and complete information.

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NORTH KANSAS CITY 16, MO.



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U. S. Patent
Office:
Est. 1928

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F. M. COCKRELL, Founder

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

What Is a Freezer?

(Concluded from Page 1)

What else will bring you more comfort, enjoyment, and down-to-earth satisfaction? What else will make possible a new way of life, a true way of living and eating better for less? Here's a product that provides more genuine delight than you will find in a combination of a pleasure cruise, winning the jack pot on a give-away show, and relaxing in your favorite chair. What better way is there to eliminate frequent and tiresome food shopping trips? What better way is there to start each day than with the comforting thought; "No matter who drops in unexpectedly, or what we select to eat, we are ready to serve and save."

When you start wondering how you can stretch that food dollar even further, and decide you want to have strawberries next December, or game out of season—then say to yourself, as thousands are saying: "I want convenience and savings—it's a new Food Freezer for me!"

Freezer Sales and Television

"Television has been a great help to us," avers George Egger, sales manager of the Morton Packing Co., Louisville. His firm does a huge business in frozen, ready-cooked meals. Best sellers: beef and chicken pot pies.

What's with television and frozen foods?

"A 21-inch set is too heavy for a woman to carry into the kitchen," explains Mr. Eggers. "So we are making it possible for her to spend more time in the living room. The quick-frozen meals we make would take a woman most of the day to prepare by herself. All she has to do now is store them in her freezer."

More than 75,000 grocery stores now stock ready-made quick-frozen dinners, lunches, and breakfasts. This should be great news for June brides.

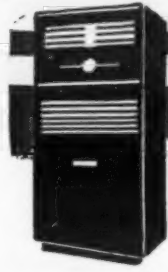
TV, Refrigerator, and Johnnie

The National Association of Master Plumbers is on record that the popularity of television programs can be measured by a city's water pressure. Their finding: during a good show people sit, so water pressure rises (little is used). Soon as the show is over comes a mass exodus to the bathroom and the refrigerator. This causes a sharp drop in water pressure.

Researcher Albert Sindlinger, as a matter of fact, has patented a device to be attached to the flushing mechanism in the bathroom. This, he believes, could supplant the Hooper Ratings. More practical and realistic.

Toledo's water commissioner, George Van Dorp, also claims that the appeal of a television program can be gauged by observing changes in water pressure. He has released charts which reveal astounding relationships between water pressure and TV shows. Immediately after a real good program, he demonstrates, in Toledo there is an extra consumption of eight gallons above and beyond the norm. For example: while "I Love Lucy" is on, water consumption drops around 13% in Toledo. At its end, the rush to refrigerator and Johnnie boosts consumption 22% over the norm.

General manager of the Detroit Water Supply also is keeping graphs in re bathroom and refrigerator activity—and the relative popularity of television extravaganzas. We'll report on his survey soon.



AIR CONDITIONING (Year-Round Residential)

Baker Furnishes Equipment For Entire \$3.5 Million Calif. Shopping Center

WALNUT CREEK, Calif. — More than 300 tons of cooling equipment, representing the complete Baker air conditioning line, have been installed in the Broadway Shopping Center here, a \$3,500,000 development, according to Mark E. Mooney, Baker's sales manager.

This is said to be one of the most modern shopping centers to be found anywhere in the west. It includes 48 retail stores and a medical-dental building with eight units.

The town of Walnut Creek had been a small village for years until a new high speed highway put it within 40 minutes commuting distance of San Francisco. This, coupled with the general influx of people to California, has developed it into a thriving community with a population triple that of 1940.

Here Graeme MacDonald of MacDonald Products Co. decided to make a dream of his become a reality. Old timers were skeptical when he bought land so badly cut up by two creeks running through it that it had long been considered worthless as business property.

The creeks did not worry MacDonald. He simply built giant culverts to handle the entire flow of water and constructed his project over them. He put in his own streets, sidewalks, and ornamental lighting system. So far, \$3,500,000 has been spent on the project.

Baker installations include a 40-hp. Model CA 400 Centralaire unit which with three direct gas-fired duct furnaces cool and heat the Sears, Roebuck & Co. store.

There are five buildings cooled with "Bakeraire" units including one 3-hp., one 5-hp., three 7½-hp., and five 10-hp. units. All of these were furnished with Baker forced direct cooling towers and with hot water coils complete with boilers for heating. In addition to the Bakeraire units, there is installed in one of these buildings an F 500H water-cooled 5-hp. condensing unit.

Tenants in these buildings include a pharmacy, home furnishing store, an optician, a sewing machine store, a shoe store, a florist, two jewelry stores, and two specialty clothing stores.

One of the buildings in which three 10-hp. Bakeraire units with cooling towers and boilers were furnished is a rather unusual application of Bakeraire units to a medical-dental unit where there are nine separate zones of control.

Each of the Bakeraires supplies air through three supply ducts to different zones. Each duct contains a modulating damper to control the amount of cooled air supplied in the summertime and a hot water coil with modulating valve controls for the winter heating.

Each suite of offices occupied by doctors has its own separate duct distribution system for the air and its own heating and cooling thermostats.

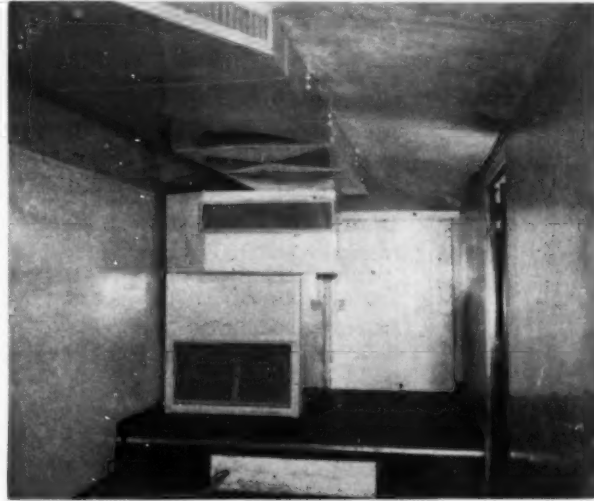
In addition, Baker air conditioning refrigeration equipment was furnished and installed in a Lucky Market which is a part of this project. The air conditioning of this market consists of a 40-hp. XF 4000H unit with an evaporative condenser, direct expansion coils, and 18,000 c.f.m. supply fan, with gas-fired duct furnaces for winter heating. The refrigeration installed contains a total of 33-hp. of Baker water-cooled condensing units utilizing a cooling tower for the condensing water. The refrigeration cools meat, delicatessen, produce, dairy and frozen food display cases, as well as storage boxes for meat, produce, dairy products, and frozen foods.

The entire project was constructed by MacDonald Products Co. of San Francisco, under the direction of Miss Edith Apgar. It is owned and managed by Graeme MacDonald.

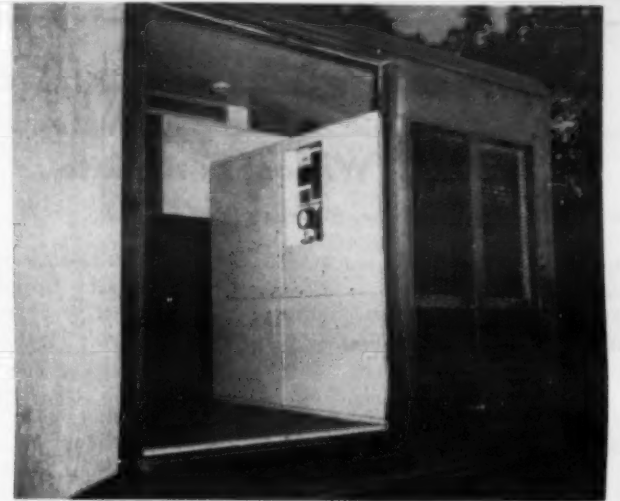
Lamson Handling UsAirco Window Units In 3 States

MINNEAPOLIS — Lamson & Associates, of Nashville, has been appointed sales representative for window-type room coolers in three southern states by United States Air Conditioning Corp., Minneapolis.

The firm, which was formed recently by J. C. Lamson, is appointing distributors for UsAirco window units in eastern Tennessee, Georgia, and Florida.



INTERIOR VIEW of U. S. Air Force airborne semi-trailer with Remington year-round, heating-cooling air conditioning unit installed. Grilles shown are for interior intake and exhaust of air; ductwork overhead insures circulation and ventilation.



FRONT VIEW of U. S. Air Force airborne laboratory. Unit has 4-ton capacity and is designed to operate at outdoor temperatures from 65° below to 130° above. Automatic control panel is shown on side of unit; grilles at right.

U.S. Air Force Semi-Trailers Equipped With Year-Round Heating-Cooling System

AUBURN, N. Y. — The first year-round, heating-cooling air conditioning units manufactured by Remington Corp. for U. S. Air Force airborne semi-trailers have been delivered to Wright-Patterson Air Base, Dayton, where they have passed performance tests and been accepted, Herbert L. Laube, Remington president, announced recently.

Designed and produced under a contract announced last summer, the special units will be used in air-transportable semi-trailers equipped

as mobile laboratories, Laube said.

Purpose of the units is automatically to cool and dehumidify the trailer's interior in summer, humidify and heat it in winter, filter out dirt, pollens, and foreign matter, and provide controlled ventilation and circulation of air inside. They are designed to operate at outdoor temperatures from -65° F. to 130° F.

Produced under specifications limiting weight and size, the multi-function unit has a 4-ton capacity.

It has an air-cooled, hermetic re-

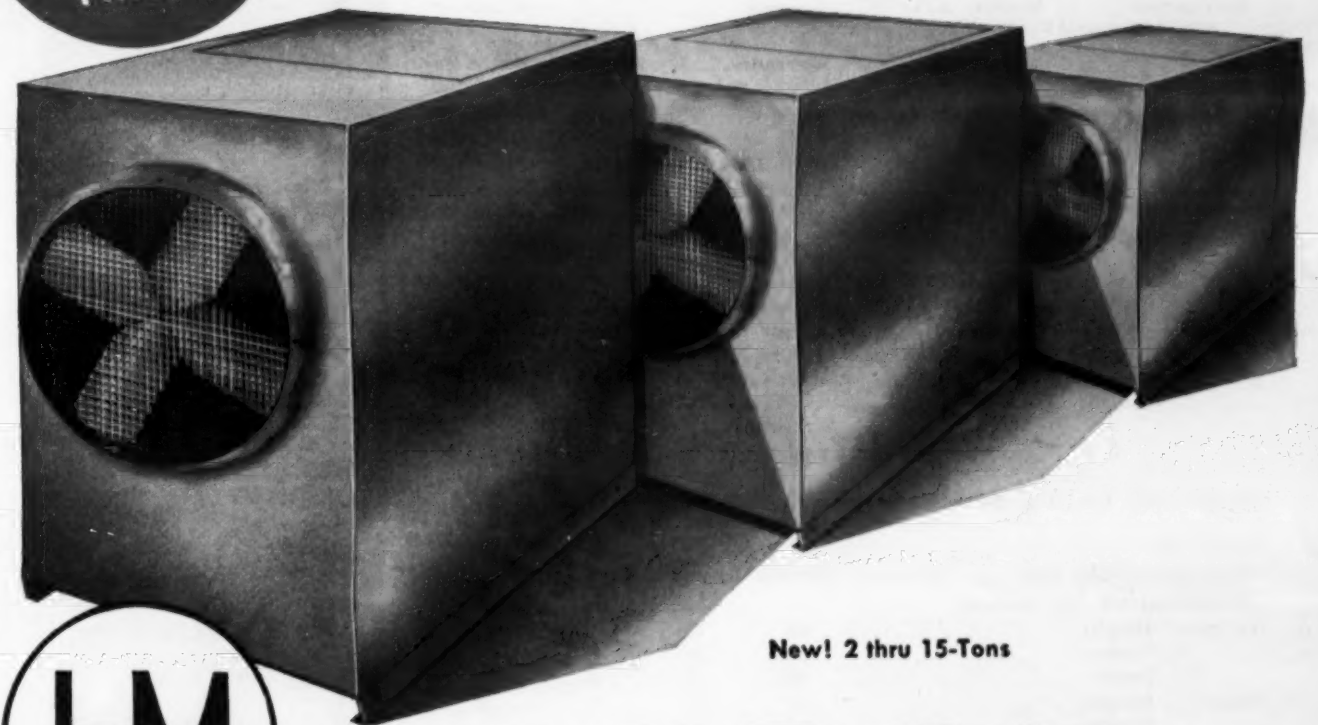
frigeration system of 7½ hp. and may be powered by mobile generators or available commercial electric supply. Automatic controls provide selective, uniform interior climate conditions the year round.

Several of the unit's special devices, Laube said, are outgrowths of those found in Remington's commercial window and console-type room air conditioners, many of which are going to the armed forces. Remington is considering a version of the unit for use in industrial applications where mobile air conditioning is required, he added.

Under a previous contract, Laube stated, Remington Air Conditioning Div. developed a unit for air conditioning flight simulators to promote more efficient pilot training.

ANOTHER
HALSTEAD &
MITCHELL
FIRST

20-Year Guarantee! ON THE WETTED DECK SURFACE



New! 2 thru 15-Tons

HM

RESIDENTIAL COOLING TOWERS

PRICED FOR THE HOME MARKET

Price-wise these Halstead & Mitchell Residential Cooling Towers throw open huge segments of the home and small building market to air-conditioning. Here is the development for which the industry has been waiting. Check prices today!

NOW REQUIRED IN MANY AREAS

Residential Cooling Towers recirculate precious water... meet requirements of municipalities which prohibit wasting cooling water to sewers. And low cost H&M units take residential air conditioning to the suburbs and rural area... recirculate from a cistern if need be!

MADE FOR REAL OPERATING ECONOMY

Economical, lastworthy... low operating cost matches low initial cost. Efficient gravity-type distributing pan eliminates windage loss since atomizing by spray nozzle is unnecessary. Low pump head pressure is another bonus of gravity distribution. And maintenance is a snap!

FAMOUS HALSTEAD & MITCHELL QUALITY

Here's all the quality for which Halstead & Mitchell Cooling Towers are world famous — including the 20-year Guarantee on the wetted deck surface of pressure-treated creosoted wood, against attack by rotting or fungi growth. Stainless steel fans and shafts, plus individual cabinet coatings of Vinsynite, Vinyl Zinc and chlorinated rubber add important years of life. The complete assembly is with Everdur bolts... disassembly is easy even after years of service.

AT LEADING WHOLESALERS EVERYWHERE

Write for descriptive bulletin from Halstead & Mitchell, one of the world's largest manufacturers of water-cooled Cleanable Condensers, and Cooling Towers up through 100-tons.



OFFICES: BESSEMER BUILDING • PITTSBURGH 22, PA.

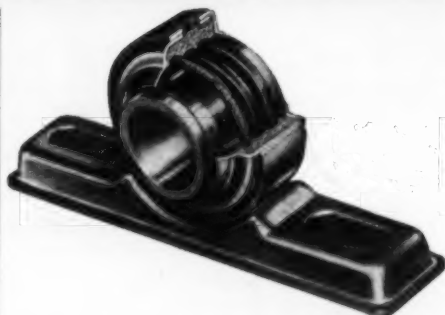


positive, self-aligning

PILLOW BLOCKS

with many unusual features

Indestructible, lightweight, oil-tight steel housing with self-lubricating bearing seat and Durex bushing. These LAU designed pillow blocks boast many, many outstanding features that provide maximum performance and long life.



LAU PAK

Gold Seal Bearing

Requires no lubrication. An ample supply of plastic petroleum is SEALED into the housing. Nothing to compare to it for superior performance.



Write for Catalog Page 707-14

The LAU Blower Company, 2202 Home Ave., Dayton 7, Ohio
World's largest manufacturer of furnace blowers

Home Freezer Specifications

Wilson Zero-Safe

Wilson Refrigeration, Inc., Smyrna, Dela.

Model No.	AFC-150	AFC-190	AFC-240	AF-150	AF-200	AF-250
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)						
Interior: Height	30 1/4	30 1/4	30 1/4	48 1/2	48 1/2	49 1/2
Width	31 1/4	42 1/4	54	31	34 1/4	38 1/4
Depth	21 1/4	21 1/4	21 1/4	18	21 1/4	23
Exterior: Height	38 1/4	38 1/4	38 1/4	69 1/2	69 1/2	70 1/2
Width	54	65 1/4	76 1/4	37 1/4	41	45
Depth	31 1/4	31 1/4	31 1/4	27 1/4	30 3/4	32 1/4
CAPACITY (In Cu. Ft.)						
Total	15.24	19.61	23.53	15.68	20.60	25.22
Freezing compartment(s)	2.96	2.96	2.96	4.18	5.50	7.05
Storage compartment(s)	12.28	16.65	20.57	11.50	15.10	18.17
INTERIOR EQUIPMENT						
Partitions (No.)	2	2	2
Shelves (No.)	3	3	3
Door or lid shelves (No.)	1	1	1
Baskets (No.)	2	2	3
Light	Yes	Yes	Yes	No	No	No
Non-refrigerated storage	No	No	No	Yes	Yes	Yes
INSULATION						
Kind	High Density Fiberglas					
Thickness: (In Inches)						
Top	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Sides	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Bottom	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4	3 1/4
Door (upright models)	3 1/4	3 1/4	3 1/4
LIDS OR DOORS						
Outer doors or lids (No.)	1	1	2	1	1	1
Inner doors (No.)	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)						
Shipping	408	475	550	540	590	650
PRICE, suggested retail	\$479.50	\$529.50	\$628.50	\$539.50	\$639.50	\$699.50

REFRIGERATION EQUIPMENT

Cooling method.....Models AFC-150, AFC-190, and AFC-240, wrap around; all others, refrigerated shelves

Compressor:

Make.....Models AF-200 and AF-250, Nash-Kelvinator; all others, Tecumseh

Sealed

Location in cabinet.....Bottom

Refrigerant

.....Models AFC-150, AFC-190, and AF-150, "Freon-12"; all others, "Freon-22"

Make of control

.....Ranco

Accessable for user

adjustment.....Yes

Location

.....Exterior

Condenser: Type

Finned.....Models AFC-240, AF-200, and AF-250

Stack

.....Models AFC-150, AFC-190, and AF-150

Forced convection

.....Models AFC-240, AF-200, and AF-250

Natural convection

.....Models AFC-150, AFC-190, and AF-150

Warning device:

.....Light

Anti-sweat provisions around freezer opening.....On models AFC-240, AF-150, AF-200, and AF-250

CONSTRUCTION AND FINISH OF

Cabinet.....Bonderized steel, Dulux refrigerator enamel

Interior liner.....Models AFC-150, AFC-190, AFC-240, aluminum; all other models, Bonderized steel

Refrigerated shelves or plates.....Aluminum

PROTECTION PLAN

Warranty.....1-year guarantee on entire freezer, 4 years additional warranty on compressor

Food insurance.....Optional

SPECIAL FEATURES

Upright freezers have easily removable retaining bars across lower half of shelves, keeps packages in, allows full storage on every shelf, convenient tilt-out "Handibin" for storage of wrapping materials is removable for access to condensing unit. Three handy fruit juice pockets in door provide space for 21 cans.

Col-Temp

Simplex Mfg. Co., 1135 Third St., Oakland, Calif.

Model No.	17	22	28	40
Chest or upright type	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)				
Interior: Height	49	53 1/2	54 1/4	53
Width	28 1/2	35	42 1/4	64 1/4
Depth	20 1/2	20	21	20 1/2
Exterior: Height	70	75	77	77
Width	36	42 1/4	51	74
Depth*	28	27 1/4	29 1/4	30
*Add 2 1/2 in. to depth for over-all dimensions.				
CAPACITY (In Cu. Ft.)				
Total	16.5	21.9	28	40
INTERIOR EQUIPMENT				
Shelves (No.)	3	3	3	3
Light	Yes	Yes	Yes	Yes
INSULATION				
Kind	Rockwool			
Thickness (In Inches)				
Top	4	4	4	4
Sides	4	4	4	4
Bottom	5	5	5	5
Door (upright models)	4	4	4	4
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	1	2
Inner doors (No.)	4	4	4	4
Provision for locking?	Yes	Yes	Yes	Yes
PRICE, suggested retail	\$579.50	\$659.50	\$729.50	\$979.50

REFRIGERATION EQUIPMENT

Cooling method.....Coiled shelving top and bottom

Total sq. ft. of refrigerated surface exposed to food compartment.....Model 17, 20.28; 22, 24.31; 28, 30.98; and 40, 45.91

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Bottom

Refrigerant....."Freon-22"

Make of control.....White-Rodgers

Accessable for user.....adjustment.....Yes

Location.....Unit compartment

Condenser: Forced convection.....Yes

Anti-sweat provisions around freezer opening.....Yes

adjustment.....Yes

Location.....Unit compartment

Condenser: Forced convection.....Yes

Anti-sweat provisions around freezer opening.....Yes

CONSTRUCTION AND FINISH OF

Cabinet.....All steel baked Dulux

Interior liner.....All aluminum

PROTECTION PLAN

Warranty.....1 and 5 years on freezer and compressor

Food insurance.....5-year optional

Chill Chest (Revco)

Revco, Inc., Deerfield Mich.

Model No.	CF83	CF153	CS1553	CF233	UF113	UF173
Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	Yes	Yes	Yes	No	No
DIMENSIONS (In Inches)						
Interior: Height	19 1/2	29 1/2	29 1/2	29 1/2	44 1/2	53 1/2
Width	34 1/2	52 1/2	76 1/2	52 1/2	24 1/2	25
Depth	20 1/2	20 1/2	20 1/2	20 1/2	17 1/2	22
Exterior: Height	36 1/2	36 1/2	36 1/2	36 1/2	61 1/2	73
Width	42	60	84 1/2	60	30 1/2	32
Depth	28	28	28	28	26 1/2	29 1/2
Depth (over hardware)	33 1/2	33 1/2	33 1/2	33 1/2	27 1/2	30 1/2
CAPACITY (In Cu. Ft.)						
Total	8.0	15.1	23.4	15.1	10.5	16.8
Freezing compartment(s)	3.3	3.3	3.3
Storage compartment(s)	8	11.8	20.1	11.8	10.5	16.8
INTERIOR EQUIPMENT						
Partitions (No.)	2	2	4	2
Shelves (No.)	4	4
Door shelves (No.)	4	4
Baskets (No.)	2	3	4	2	2
Special racks or service trays (No.)	1	1	1
Light	Yes	Yes	Yes	*Yes	No	No
INSULATION						
Kind	Fiberglas					
Thickness:						
Top	2 1/2	2 1/2	2 1/2	2 1/2	3	3 1/2
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3	3 1/2
Door (upright models)	3	3 1/2
LIDS OR DOORS						
Outer doors or lids (No.)	1	1	2	1	1	1
Provision for locking?	Yes
WEIGHT (Lbs.)						
Net	230	320	410	305	275	321
Shipping	287	390	555	375	365	390
PRICE, suggested retail	\$315.00	\$469.95	\$599.95	\$429.95	\$549.95

REFRIGERATION EQUIPMENT

Cooling method.....Models UF113 and UF173 refig. shelves; all others, wrap around

Total sq. ft. of refrigerated surface exposed to food compartment.....Model CF83, 24.5; CF153, 41; CF233, 58; CS1553, 41; UF113, 10.1; and UF173, 28.2

Compressor:

Make.....Tecumseh

Sealed.....Yes

Location in cabinet.....Bottom

Refrigerant.....Models UF113 and UF173, "Freon-22"; all others, "Freon-12"

Make of control.....Model UF113, Cutler-Hammer; all others, Ranco

Accessable for user adjustment.....Yes

Location.....Model CF83, back of front escutcheon; CF153, CF233, and CS1553, back of grille; UF113, inside-top breaker strip; UF173, back of lower panel

Condenser: Type.....Models UF113 and UF173, finned; all others, wrap around type

Forced or natural convection.....Models UF113 and UF173, forced; all others, natural

Warning device.....Light on all models except model UF113

Anti-sweat provisions around freezer opening.....Models UF113 and UF173, yes; all others, no

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel

Interior liner.....Model UF113, steel; all others, aluminum

PROTECTION PLAN

Warranty.....5 year on refrigeration system

Guarantee.....1 year

Food insurance.....Optional

SPECIAL FEATURES

Dual light system on 8-15-23 Chests and UF173.

Perfect Parts...

NO INSIDE FINISHING COSTS!

ELIMINATES WEIGHTS DUE TO FAULTY INSIDE PORCELAIN!

FASTER, EASIER, COST-SAVING ASSEMBLY!

NO INSIDE PORCELAIN TO CHIP OR CRACK!

FASTER, EASIER, COST-SAVING ASSEMBLY!

Check These Comparative Weights of Refrigerator Items Illustrated

	Wt. of Aluminum in lbs.	Wt. of Steel in lbs.
Liner	18.687	30.56*
Small shelf	.562	1.71
Large shelf	1.437	4.37
Crisper pan	2.812	8.55
Evaporator	5.375	16.34
Second large shelf	1.437	4.37
TOTAL	30.310 lbs.	65.90 lbs.

*Based on a liner metal gage of .0359 and without hat section stiffener used on aluminum liner.

REYNOLDS ALUMINUM

BLANKING • EMBOSSING • STAMPING • DRAWING • RIVETING • FORMING •

General Electric

General Electric Co., Louisville, Ky.

Model No.	HA-7	HA-11	UA-14
Chest or upright type	Chest	Chest	Upright
Separate freezing section?	No	No	No
DIMENSIONS (In Inches)			
Interior: Height	25%	25%	56
Width	27	40%	24%
Depth	17%	18%	16%
Exterior: Height	38	38	70%
Width	33	48%	33%
Depth	29%	31%	31%
CAPACITY (In Cu. Ft.)			
Total	7	11.1	14
INTERIOR EQUIPMENT			
Partitions (No.)
Shelves (No.)	1	5
Door or lid shelves (No.)	(3 refrigerated)
Baskets (No.)	2	3	2
Special racks or service trays (No.)	2
Light	Yes	Yes	Yes
Thermometer	Yes	Yes	Yes
INSULATION			
Kind	Laminar Fiberglass		
Thickness:			
Top	3	3½	3½
Sides	3	3½	3½
Bottom	3	3½	2½
Door (upright models)	3½
LIDS OR DOORS			
Outer doors or lids (No.)	1	1	1
Provision for locking?	Yes	Yes	Yes
WEIGHT			
Net	195	265	315
Shipping	230	315	370
PRICE, suggested retail	\$299.95	\$429.95	\$499.95

REFRIGERATION EQUIPMENT

Cooling method	Wrap around..... Models HA-7 and HA-11, yes; Model UA-14, no
Other.....	Model UA-14: 5 refig. surfaces (3 shelves) (top & bottom)
Total sq. ft. of refrigerated surface exposed to food compartment.....	Model HA-7, 15.8; HA-11, 20.4; UA-14, 22.3
Compressor:	
Make	G-E
Sealed	Yes
Location in cabinet.....	Bottom
Refrigerant	"Freon-12"
Make of control.....	G-E
Accessible for user adjustment	Yes
Location	Cabinet back. Model HA-7, top right; model HA-11, near breaker strip; model UA-14, top breaker strip
Condenser:	
Natural convection	Yes
Warning device	Yes
CONSTRUCTION AND FINISH OF	
Cabinet.....	All steel, welded, sealed—two coat baked Dulux
Interior liner.....	All aluminum
Refrigerated shelves or plates	Aluminum
PROTECTION PLAN	
Warranty.....	One year on all parts, four additional on sealed mechanism
SPECIAL FEATURES	
UA-14—Refrigerated Stor-Well in bottom of upright for bulk storage.	
Frozen concentrate dispenser on door.	

United

United Refrigerator Co., Hudson, Wis.

Model No.	UF171	UF172	UF211	UF322
Chest or upright type	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)				
Interior: Height	48%	48%	52	45½
Width	29½	29½	34	47%
Depth	20%	20%	21½*	25%
Exterior: Height	68%	68%	72%	70
Width	35%	35%	41%	56
Depth	27%	27%	28%	35¼
CAPACITY (In Cu. Ft.)				
Total	16.78	16.78	21.14	32.46
INTERIOR EQUIPMENT				
Shelves(No.)	4	4	4	4†
INSULATION				
Kind	Fiberglass			
Thickness: (In Inches)				
Top	3	3	3½	3½
Sides	3	3	3½	3½
Bottom	3½	3½	4	4
Door (upright models)	3½	3½	3½	3½
LIDS OR DOORS				
Outer doors or lids (No.)	1	2	1	2
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	387	397	461	640
Shipping	446	456	518	749
*To door pan.				
†With doors and hardware.				
‡2 coiled, 2 wire.				
REFRIGERATION EQUIPMENT				
Cooling method:	Location Unit compartment			
Wrap around	Condenser: Type			
Model UF322,	Finned Y			
plus shelves, top and	Forced convection Y			
bottom	Anti-sweat provisions around			
Other	freezer opening Y			
Models UF171, UF172,	CONSTRUCTION AND FINISH OF			
and UF211, all shelves and	Cabinet Dulux baked enamel			
top and bottom	on phosphate coated steel			
Total sq. ft. of refrigerated	Interior liner Dulux baked			
surface exposed to food	enamel on paint bond steel			
compartment	Refrigerated shelves or			
UF171, 23.4;	plates Hammertone baked			
UF172, 23.4; UF211, 26.9;	on paint bond steel			
UF322, 39.5	PROTECTION PLAN			
Compressor:	Warranty One year on cabinet,			
Make	one year on compressor, and			
Tecumseh	4 years additional available			
Sealed	on compressor			
Location in cabinet	Food insurance Option			
Lower	SPECIAL FEATURES			
compartment	All shelves provide freezing surface.			
Refrigerant				
"Freon-22"				
Make of control				
Ranco and				
Cutler-Hammer				
Accessible for user				
adjustment				
Yes				

Made To Order!

ALL-ALUMINUM Refrigerator Liner by REYNOLDS

This all-aluminum, embossed, anodized refrigerator liner designed by Reynolds Aluminum Fabricating Service assures you lower assembly, handling and shipping costs; no inside finishing costs; no costly production line rejects due to faulty inside porcelain and no "after sale" problems caused by chipping

or cracking of inside porcelain. In addition to these manufacturing advantages, this all-aluminum liner offers consumers chip-proof, rust-proof, long-lasting interiors; non-toxic, easy to clean and keep clean surfaces; even distribution of temperature; modern, attractive appearance and other advantages.

CONSULT REYNOLDS FABRICATING SPECIALISTS ON ALL OF YOUR REFRIGERATOR AND FREEZER REQUIREMENTS

From this all-aluminum liner down to the smallest pan or tray, Reynolds skill, experience and mass-production facilities are at your service. For help on your present needs or on development work for your future

models, call your Reynolds office listed under "Aluminum" in your classified telephone directory or write Reynolds Aluminum Fabricating Service, 2053 South Ninth Street, Louisville 1, Kentucky.

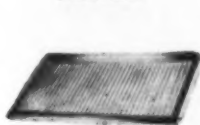
RELY ON REYNOLDS FOR THESE PARTS, TOO!

REFRIGERATOR EVAPORATORS



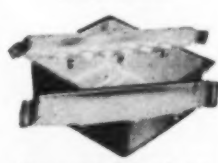
Reynolds Aluminum embossed and anodized refrigerator evaporators offer unequalled economy and efficiency in rapid heat conduction.

REFRIGERATOR SHELVE



Reynolds Aluminum one-piece color-anodized aluminum shelving provides rigid construction plus a corrosion-proof, chip-proof finish.

REFRIGERATOR PANS AND TRAYS



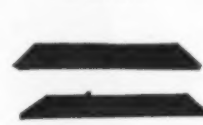
Reynolds Aluminum crisper pans and bottle, dairy, egg and utility trays are produced with color-anodized trim to your specifications.

FREEZER LINER PANELS



Reynolds Aluminum embossed, anodized home freezer liner panels are shipped flat with tubing brazed in position for fast assembly.

VERTICAL FREEZER SHELVE



Reynolds Aluminum vertical home freezer shelves are durable, attractive; made of the right alloy especially selected to insure maximum rigidity.

FABRICATING SERVICE

ROLL SHAPING • TUBE BENDING • WELDING • BRAZING • FINISHING



Ace

Ace Cabinet Corp., New Bedford, Mass.

Model No.	SU 13	SU 13
Chest or upright type	Upright	Upright
DIMENSIONS (In Inches)		
Interior: Height	47	51
Width	26	33
Depth	19	21
Exterior: Height	67%	71%
Width	34%	41%
Depth	30	32
	Include hardware	
CAPACITY (In Cu. Ft.)		
Total	14.5	21.5
INTERIOR EQUIPMENT		
Shelves (No.)	3	3
Door or lid shelves (No.)	3	3
INSULATION		
Kind	Fiberglass and Cork	
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4
Door (upright models)	4	4
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Shipping	360	480
PRICE, suggested retail	\$578.95	\$705.26
REFRIGERATION EQUIPMENT		
	Condenser: Type	
Cooling method	Finned	
Refrigerated shelves and bottom	Forced convection	
	Warning device:	
Total sq. ft. of refrigerated surface exposed to food compartment	Light	
SU 13, 16.5; SU 20, 21	Anti-sweat provisions around freezer opening	
	CONSTRUCTION AND FINISH OF	
Compressor:	Cabinet.....	
Make	Steel with rust preventative coating and two coats baked enamel	
Sealed	Interior liner.....	
Location in cabinet	Galvanized steel	
Refrigerant	Refrigerated shelves or plates	
Make of control.....Cutler-Hammer or Ranco	Galvanized steel	
	PROTECTION PLAN	
Accessible for user adjustment	Warranty.....	
Location	5 year protection on condensing units	
In condensing unit compartment	Food insurance.....	
	5-year policy included in price	

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Ham and Hot Biscuits Sell Appliances In Tennessee

MEMPHIS—Ham and biscuits have been proven to be excellent sales tools for appliance dealers in western Tennessee, according to Sam Surrat, Westinghouse Supply Co. salesman in that territory.

Surrat has been conducting "Ham and Biscuits" parties for his dealers for the past two years with excellent results, he declares.

Surrat sparks interest in the parties by having the dealer advertise the open house in local newspapers and over local radio stations during the week preceding the event.

Local food concerns are invited to contribute ham, biscuits, and bottled soda as refreshments in return for appropriate plugs at the event.

On the day of the party, Surrat employs a public address system inside and outside the store to attract passersby to the show. Once inside the people are treated to free ham and hot biscuits freshly cooked on a Westinghouse range by a Wesco home economist.

In the meantime, demonstrations of Westinghouse ranges, laundry twins, refrigerators, and dishwashers are conducted for visitors. As an added gimmick, a refrigerator door is wired to ring a bell after a certain number of openings. Lucky bell ringers win \$25 and \$50 gift certificates.

JUST ASK US

For "easy-to-get" product information... use coupon on "What's New" page.

Universal

Universal Major Elec Appliance Co., Box 119, Lima, Ohio

Model No.	UFD-12	UFD-17
Chest or upright type	Chest	Chest
DIMENSIONS (In Inches)		
Interior: Height	27	28½-19
Width	24	27½
Depth	19	22½
Exterior: Height	36	36
Width	60	60
Depth	27	27
CAPACITY (In Cu. Ft.)		
Total	12	17
INTERIOR EQUIPMENT		
Baskets (No.)	2	2
Light	Yes	Yes
INSULATION		
Kind	Fiberglas	Santocel & Fiberglas
Thickness:		
Top	3¼	3¼ (F)
Sides	3½	2 (S)
Bottom	3¼	2 (S)
LIDS OR DOORS		
Outer doors or lids (No.)	2	2
Provisions for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	385	410
Shipping	475	490
PRICE, suggested retail	\$449.95	\$569.95

REFRIGERATION EQUIPMENT		Condenser: Type	Finned
Cooling method	wrap around	Forced convection	Yes
Total sq. ft. of refrigerated surface exposed to food compartment	Model UFD-12, 25½; Model UFD-17, 30	Warning device:	
		Light	Yes
		Anti-sweat provisions around freezer opening	Yes
Compressor:		CONSTRUCTION AND FINISH OF	
Make	Tecumseh	Cabinet	Model UFD-12, Welded steel, Model UFD-17, Baked enamel
Sealed	Yes	Interior liner	Model UFD-12 welded steel; UFD-17, baked enamel
Location in cabinet	Bottom	PROTECTION PLAN	
Refrigerant	"Freon-22"	Warranty	5-Yr. on sealed unit, one year otherwise
Make of control	Ranco		
Accessible for user adjustment?	Yes		
Location	Front		

Home Freezer Specifications

Sub-Zero (Manitowoc)

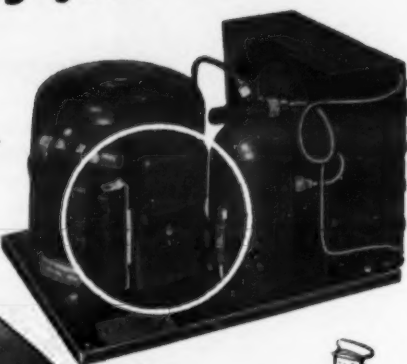
Manitowoc Equipment Works, 621 Quay St., Manitowoc, Wis.

Model No.	18.5	14
Chest or upright type	Upright	Upright
DIMENSIONS (In Inches)		
Interior: Height	46½	35½
Width	29	29
Depth	23¾	23¾
Exterior: Height	67¾	56¾
Width	36	36
Depth	29¾	29¾
CAPACITY (In Cu. Ft.)		
Total	18.5	14
INTERIOR EQUIPMENT		
Shelves (No.)	3	2
Door or lid shelves (No.)	8	6
	—Plastic Doors—	
INSULATION		
Kind	PF-450 Laminar Fiberglass	
Thickness: (In Inches)		
Top	3¼	3¼
Sides	3¼	3¼
Bottom	4	3¾
Back	3	3
Door (upright models)	2¼	2¼
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Inner doors (No.)	8	6
Provision for locking?	Yes	No
WEIGHT (Lbs.)		
Net	430	384
Shipping	510	444
PRICE, suggested retail	\$579.95	\$489.95

REFRIGERATION EQUIPMENT		Anti-sweat provisions around freezer opening	Yes
Cooling method:		CONSTRUCTION AND FINISH OF	
Wrap around	Yes	Cabinet	Electric welded—Duridene rust proofing and two coats white enamel
Total sq. ft. of refrigerated surface exposed to food compartment	Model 18, 33.6; model 14, 27.8	Interior liner	Electric welded interlocking joint, Duridene rust proofing and two coats white enamel
Compressor:		PROTECTION PLAN	
Make	Tecumseh	Warranty	One year complete warranty plus additional four years on compressor or pump
Sealed	Yes	Food insurance	Optional
Location in cabinet	Bottom	SPECIAL FEATURES	
Refrigerant	"Freon-22"	Anti-sweat provision under door gasket can be switched on or off; thermostat can be by-passed to provide continuous operation for low temperature purposes and enables freezer operation if thermostat becomes inoperative.	
Make of control	Cutler-Hammer		
Accessible for user adjustment	Yes		
Location	Model 18.5, lower front rail; model 14, lower front panel		
Condenser: Type			
Finned	Yes		
Forced convection	Yes		
Warning device:			
Light	Yes		

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Bigger, easier-to-reach terminal box — remove one nut to take off cover.



Clip holds Greenfield fan cable firmly in line with slot in control box cover.

Only wiring required is to connect supply line to 2 terminal posts. Bx bracket welded to dome provides rigidity and plenty of room to tighten connector nut.

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Takes a lot less space — and least time of all — to install Servel Supermetic. Just remove one nut and swing the cover out of the way. There you have the power supply terminals wide open for quick, easy wiring connections. This is one of the reasons why — for faster installation and more profit on every job — it's smart to standardize on Servel Supermetic. It's the condensing unit designed to help you build a more successful refrigeration business!

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over 2,750,000 MUELLER BRASS CO. driers have been installed! AND WITH GOOD REASON . . .

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as other commonly used refrigeration desiccants while maintaining a fixed end-point dryness. Hundreds of thousands of Silica Gel granules manufactured to a special size and sealed into a 12 cu. in. Mueller Brass Co. Deluxe Drier provide over 600,000 sq. ft. of the best drying surface you can get — more than enough to keep your refrigerant thoroughly dry at all times. Mueller Brass Co. Driers are available in capacities from 3 cu. in. to 242 cu. in. Order now from your refrigeration wholesaler.



MUELLER BRASS CO. PORT HURON 9, MICHIGAN



HOME & FARM FREEZERS



'FBI' Helps Dealers Get 'Free,' 'Gift,' or 'Given' Food Plan Financing Offers Must Have No Strings, Says Detroit BBB

BOSTON—In Boston the FBI isn't what you think. It's the Food Buyers' Institute—an organization set up by Equipment Distributors, Inc. to permit small appliance dealers to get into the freezer-food plan business.

Equipment Distributors, Inc. is the International Harvester distributor for eastern Massachusetts and New Hampshire. It established the FBI to overcome the difficulty many small appliance dealers are having in getting banks to finance food purchases in addition to the freezer.

The dealer who joins the FBI will, for 2% of the list price of the freezer, get a second endorsement on the initial food order from the food supply house—the Home Freezer Food Supply Co. On food reorders, the supply house will make the initial endorsement on time paper.

Jerry Zises, vice president and director of sales for Equipment Distributors, says that with the second endorsement by Home Freezer Food Supply Co., the dealer will be able to arrange the necessary financing.

The FBI dealer agrees to place all his food orders and reorders with Home Freezer Food Supply Co. In return, the supply house gives the customer a written warranty that it will replace any unsatisfactory items and that the food supplied is of the highest quality.

Other advantages to dealers are that they have no recourse on food orders and they get competitive food prices.

Included in the plan are window streamers, cooperative advertising, presentation easels, schooling in closing sales, telephone canvass plan, use-the-user program, doorknob hangers, and other lead campaigns.

Expansion at Freezer Firm To Double Output Capacity

MANITOWOC, Wis.—A plant expansion program which will more than double previous freezer production capacity is nearing completion at Manitowoc Equipment Works here.

The company manufactures Manitowoc upright freezers for its own distribution, plus other low temperature refrigeration equipment on a contract basis.

The \$350,000 expansion has been primarily in the assembly areas, but service, research, and office operations have also been affected.

Outlining the building program, the company stated that the added floor space—an increase of nearly 30,000 sq. ft.—should bring the total floor area to more than 200,000 sq. ft.

All plant sub-assembly lines, as well as major assembly lines are now mechanized. There is also a considerable amount of new tooling to match the flexibility possible through the revised assembly set-up.

The new operation assures greater speed and flexibility while retaining the present high standards of product quality, according to A. N. Dedricks, plant manager.

In addition to plant production expansion, both the service and research departments, formerly in separate buildings, have been brought into the plant. The service department will carry complete stocks of parts to facilitate prompt dispatch of part orders and repair work.

The expanded research facilities include two completely new "hot" rooms where various conditions of temperature and humidity can be duplicated for testing purposes. Here, also, quality control and operating tests will be carried on.

The research department will be under the direction of Robert Guyton, formerly a consulting refrigeration engineer.

Completely new office space in the modern 3-story building houses executive offices, sales, accounting, purchasing, time study, and production control departments. Also, new conference rooms and a merchandise display room are included.

Customer Saver

Supermarket Chain Has Freezer-Food Plan To Hold Onto Its Patrons

SAN JOSE, Calif.—The four Bettencourt supermarkets here are offering a freezer-food plan designed primarily to minimize loss of customers to plans operated by non-grocers.

Main point emphasized in merchandising the plan is that customers can get a continuous supply of frozen foods at discount prices, according to Herbert Bettencourt, operator of the markets. A discount on quantity food purchases is also offered customers who already own freezers, he said, adding:

"Our customers don't have to flounder around for their food after the initial supplies are exhausted."

Bettencourt's plan was established in cooperation with Tom Ryan, area distributor for Barkow freezers. A display space for plan promotion has been set up near the checkout counters in each of the markets and a salesman assigned to man it.

Customers choose one of two freezer models offered and purchase \$200 worth of frozen food and meat. A discount of 15% is allowed on the initial food order and also on reorders of at least \$25 worth of meat or \$15 worth of frozen food.

Patrons can have two years in which to pay for the freezer and six months to pay for the initial food order. Financing is through American Trust Co. at 7½%.

Considerate Pre-Selling and Post-Sale Follow-Up Sells 324 Freezers In 2 Months

OMAHA — Considerate pre-selling of prospects and plenty of post-sale follow-up has turned in 324 Bendix home freezer sales for an Omaha food plan operator in less than two months.

Bob Rushing of Home Owners Food Supply, which also operates branches at Lincoln and Sioux City, constantly hammers away at the "satisfied customer" theme. He repeatedly warns his salesmen not to overload a homeowner with a plan too large for his family and has given the salesmen six different plans for different size families.

But that's only half the story. In each of the cities, Rushing has a full-time home economist who immediately visits each new freezer owner. The customer is advised on the types of foods to be stored, vitamins and mineral contents of them and what should be stored for how long.

"The net result of this," says Rushing, "is that, when our salesmen call back, the elated first customer has half her neighbors about 90% sold on a new Bendix freezer. It's the old 'use-the-user' approach but with lots of special attention given each new user."

The Home Owners' boss isn't going to stop there either. He plans to equip a fleet of refrigerated trucks to operate out of his several locker plants. He'll assign each driver-salesman a route of Home Owners' customers and the salesmen will continue to sell frozen foods and meats

to the customer, cutting down her shopping problems tremendously.

Rushing admits his first and biggest problem before compiling his 324-sale record (and even during it) was manpower.

Finding recruits was no problem, but turning them into good freezer salesmen was. First, many so-called "salesmen" who applied were simply not specialty sellers and had to be dropped. Second, many who applied were lured by tales of whopping commissions pulled down by old-timers, but when they found out how much night work was involved, they begged off.

Each new salesman is given a week's training—most of it spent with a veteran as he canvasses his prospects. After that, he's given a prospect list of his own and sent on his way. If he returns to the office twice in succession without a sale, he's dropped.

"Turnover is high," admits Rushing, "but the ones we keep are real salesmen and they made our record. They also made darn good money, \$250 a week on the average, and our top men can pull down \$600 a week."

Competition between the salesmen was further stimulated recently when the Bendix Home Appliances distributor in Omaha offered a new automobile to the salesman selling the most Bendix freezers.

The most popular freezer model was the 15-cu. ft. chest type. The 20-ft. chest model was next, and the 18-ft. upright third.



HOT SALES TIP ON A



COOL APPLIANCE

BARKOW COLD SHELF

UPRIGHT HOME FOOD FREEZER

One thing customers look for when they buy a freezer is... *Convenience*. Sell them what they want... a Barkow Upright Home Food Freezer. Show your customers the advantages of no more digging—diving or dumping food to the side. Barkow Freezers afford hospital orderliness... not chaos. Barkow builds only Upright Freezers... and only the finest Upright Home Food Freezers. For greater profits... sell convenience... sell easy-to-reach frozen foods.

PROFIT SPREE IN '53 PREDICTED FOR BARKOW DEALERS WITH THIS MAGNIFICENT NEW LINE

- Cabinet Exterior—20 gauge steel
- Simulated Leather Grain all-Aluminum interior
- Aluminum Open Type Shelves... every shelf with positive contact.
- Plastic lined door prevents sweating... no muss, no fuss.
- High density Fiberglas insulation.
- Smooth, glistening Dulux finish, chrome-plated lock handle and trim.
- Space saving designs in 15, 20, 25 cubic foot models. Takes less space in the home as well as on your display floor.
- New, revolutionary hermetically sealed compressor by Tecumseh, with 5 Year Warranty... lifetime lubricated.

1/4 HP Unit for Model F15
1/3 HP Unit for Models F20 and F25
Freon 22 Refrigerant

THE DOOR YOU WILL ALWAYS ENJOY OPENING

The door to extra profits opens easily if you're a Barkow dealer. Cash in on the popular trend toward upright freezer and food combination plan selling in your area. Give your freezer sales a solid upright footing... with Barkow Upright Freezers.

WHY MAKE CONTORTED-CONTORTIONISTS OUT OF CUSTOMERS?

BARKOW COLD SHELF home food freezers are so easy to demonstrate... so easy to sell. The clean-cut upright BARKOW demands no dealer gymnastics at the point of sale... nor customer capers removing frozen foods after the sale.

NO GIMMICKS — NO GADGETS TO GO WRONG

BARKOW has eliminated all the unnecessary freezer gee-gaws that cause customer trouble. Now you can see... point out... and demonstrate that every dollar was well spent in producing the finest engineered upright home freezer on the market... BARKOW COLD SHELF FREEZERS.



REFRIGERATION DIVISION

Some territories still available... investigate the sensational BARKOW COLD SHELF Freezer line today, and the BARKOW RESIDENTIAL YEAR-ROUND CENTRAL AIR CONDITIONING UNITS.

AUG. G. BARKOW MFG. CO., INC.



2230 SOUTH 43RD ST.
MILWAUKEE 15, WISCONSIN

Home Freezer Specifications

Cold Seal (Servel)

Servel, Inc., Evansville 20, Ind.

Model No.	HF-93	HF-153	HF-223	VF-113	VF-153	VF-223
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)						
Interior: Height	26 1/2	26 1/2	26 1/2	48 1/2	48 1/2	49 1/2
Width	36 1/2	56	81	24 1/2	24 1/2	23 1/2
Depth	19 1/2	19 1/2	19 1/2	16 1/2	23 1/2	21 1/2
Exterior: Height	36	36	36	59 1/2	64 1/2	71 1/2
Width	44 1/2	64	89	30 1/2	30 1/2	41
Depth	31 1/2	31 1/2	31 1/2	28 1/2	36 1/2	30 1/2
CAPACITY (In Cu. Ft.)						
Total	9	15	22	11	15.7	20
Freezing compartment(s)	2.5	2.5	2.5	11	15.7	20
Storage compartment(s)	6.5	12.5	19.5	11	15.7	20
INTERIOR EQUIPMENT						
Partitions (No.)	2	2	4	4	3	4
Shelves (No.)	2	2	4	4	3	4
Door or lid shelves (No.)	2	3	3	1	3	4
Baskets (No.)	2	3	3	1	3	4
Light	Yes	Yes	Yes	Yes	Yes	Yes
Non-refrigerated storage	Yes	Yes	Yes	Yes	Yes	Yes
INSULATION						
Kind	Glass Fiber					
Thickness (In Inches)						
Top	3	3	3	3	3	4
Sides	4	4	4	3	3	4
Bottom	4	4	4	3	4	4
Door (upright models)	2	2	2	2	3	5
LIDS OR DOORS						
Outer doors or lids (No.)	1	1	2	1	1	1
Provision for locking?	Yes	Yes	Yes	No	No	Yes
WEIGHT (Lbs.)						
Net	282	360	484	310	350	400
Shipping	342	470	604	345	390	450
PRICE, suggested retail	\$359.50	\$479.50	\$659.50	\$429.50	\$529.50	\$689.50

REFRIGERATION EQUIPMENT
Cooling method: Models HF-93, HF-153, HF-223, wrap around; all others, refrigerated shelves
Total sq. ft. of refrigerated surface exposed to food compartment: HF-93, 19.7; HF-153, 26.83; HF-223, 35.86; VF-113, 11.1; VF-153, 16.5; and VF-223, 16
Compressor: Make: Tecumseh
Sealed: Yes
Location in cabinet: VF-113 and VF-153, bottom back; VF-223, bottom right; all others, bottom left
Refrigerant: HF-93, "Freon-12"; all others, "Freon-22"
Make of control: Ranco
Accessible for user adjustment: Yes
Location: HF-93, HF-153, and HF-223, lower front grill of unit; all others, front unit compartment
Condenser: Type: Finned: HF-223, VF-153, and VF-223

Wrap around: All other models
Forced convection: Models HF-223, VF-153, and VF-223

Warning device: Light: On model VF-223
Anti-sweat provisions around freezer opening: Yes

CONSTRUCTION AND FINISH OF
Cabinet: Steel, Bonderized, baked enamel
Interior liner: Steel, Bonderized, baked enamel
Refrigerated shelves or plates: Wire over coil, baked enamel; anodized embossed aluminum

PROTECTION PLAN
Warranty: One-year on entire freezer, additional four years on refrigerating unit
Food insurance: \$250 food spoilage warranty

SPECIAL FEATURES
Prices include Servel "Built-In Food Plan" which provides a 25% discount on up to \$200 worth of food, depending on size of freezer.

Wesco N. H. Branch Names Consumer Products Mgr.

MANCHESTER, N. H. — Douglas E. Lenfestey has been appointed manager of consumer products for the Westinghouse Electric Supply Co. branch here, reports B. F. Moody, New England district manager.

In his new position, Lenfestey will also be responsible for consumer products sales at the Bangor and Augusta, Me., Wesco branch offices. A native of Chatham, Ont., Canada, Lenfestey has been affiliated with the supply company since 1934. He formerly served as New England district consumer products sales promotion manager.

The Westinghouse Electric Supply Co. is the national wholesale marketing outlet for the Westinghouse Electric Corporation and other manufacturers of home appliances.

General

General Refrigerators Corp., 2011 First Ave., New York, N. Y.

Model No.	UF-21
Chest or upright type	Upright
DIMENSIONS (In Inches)	
Interior: Height	49
Width	32
Depth	20
Exterior: Height	72
Width	40
Depth	29 1/2
CAPACITY (In Cu. Ft.)	
Total	21.0
Storage compartment(s)	5.0
INTERIOR EQUIPMENT	
Shelves (No.)	4
INSULATION	
Kind: Corkboard and rigid Fiberglas	
Thickness: Sides	4
LIDS OR DOORS	
Outer doors or lids (No.)	1
Provisions for locking?	Yes
WEIGHT (Lbs.)	
Shipping	500
PRICE, suggested retail	\$698.00
REFRIGERATION EQUIPMENT	
Cooling method:	
Wrap around	Yes
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Bottom
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for user adjustment	No
Location	In mach. com't.
Condenser: Type	
Finned	Yes
Forced convection	Yes
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	All steel welded; 2 coats baked white enamel exterior and interior

S. W. Christine

Home & Hotel Equipment Co., R. D. 60, Allentown, Pa.

Chest or upright type	Chest
DIMENSIONS (In Inches)	
Interior: Height	26
Width	53
Depth	21
Exterior: Height	36
Width	63
Depth	26
CAPACITY (In Cu. Ft.)	
Total	10
INTERIOR EQUIPMENT	
Baskets (No.)	3
Light	Yes
INSULATION	
Kind	Fiberglas
Top	4
Sides	5
Bottom	5
LIDS OR DOORS	
Outer doors or lids (No.)	1
Provision for locking?	Yes
WEIGHT (Lbs.)	
Net	200
PRICE, suggested retail	\$495.00
REFRIGERATION EQUIPMENT	
Cooling method:	
Wrap around	Yes
Total sq. ft. of refrigerated surface exposed to food compartment	20.0
Compressor:	
Make	Tecumseh
Sealed	Yes
Location in cabinet	Left end
Refrigerant	"Freon-22"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Behind ventilator
Condenser: Type	
Finned	Yes
Forced convection	Yes
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	White Vinyl baked enamel
Interior liner	Same as cabinet
PROTECTION PLAN	
Warranty	5 years on compressor

Joint Industry Action Kills Ill. TV Licensing Proposal

SPRINGFIELD, Ill.—The proposal presented to the Illinois state legislature on behalf of the Chicago City Council that the cities be empowered to license television servicemen was killed in committee by a vote of 8 to 2 after Howard Wolfson of Mercury Radio Service, Chicago, presented testimony about the hardship such legislation could cause the smaller service firms.

At earlier hearings, C. T. Ausdall of the Rockford, Ill. Chamber of Commerce and secretary of the Rockford Appliance Dealers Association, testified in opposition to the proposal on behalf of the National Appliance & Radio-TV Dealers Association. L. B. Calamaras, executive vice president of the National Electronic Distributors Association, opposed the bill on behalf of that organization.

Others who had worked to prevent the passage of the measure include the Radio-Television Manufacturers Association and many manufacturers and Illinois distributors of television sets.

Oven Cookery New Way To Prepare Frozen Foods

NEW YORK CITY—A departure from the boiling method of preparing frozen foods, particularly vegetables, has been brought out in a bulletin prepared by Dr. Faith Fenton, professor of home economics at Cornell university.

Oven cookery is a relatively new way of preparing frozen vegetables. Dr. Fenton has discovered, indicating that it is particularly convenient if the oven is being used at the same time to prepare other foods.

Another comparatively new way, and rated "very satisfactory" by Dr. Fenton, is pan-frying. Such vegetables as cut corn, asparagus spears or cuts, and mushrooms are especially adaptable to being partly thawed, put into a heavy skillet with one or two tablespoons of melted fat, and cooked over moderate heat.

In reviewing the steam-boil method suggested on most package labels, Dr. Fenton suggests that minimum amounts of water be used to retain flavor and nutritive value.

Westinghouse Guide to PLUS PROFITS



There's big profit in Water Cooler sales when you "Cover the Waterfront with Westinghouse". Every shop, beauty parlor, or small plant is a prospect for Westinghouse Compartment Water Coolers. The new Westinghouse Waterfront Sales Planner shows you how to turn these prospects into customers. Briefly, here's the "Cover the Waterfront" deal—install a Westinghouse Compartment Water Cooler on your floor and you get:

FREE COCA-COLA*... Westinghouse foots the bill for four cases of Coca-Cola to make your Compartment Cooler a popular place to pause. And to help you close a sale, Westinghouse foots the bill for four cases of Coke to every one of your customers that buys one or more of any model Westinghouse Water Cooler.

FULL-COLOR TEASER DISPLAY... Coaxes prospects to ask how come both cold water and ice cold Coca-Cola from the same cooler. Plus a FREE package of folders, banners, specification sheets, Pay-Way Computer, direct mail, etc.

WESTINGHOUSE PAY-WAY PLAN



Have you seen the new Pay-Way Computer prove to prospects that additional Water Cooler installations pay for themselves through payroll savings? Check a Westinghouse distributor for details on how this Pay-Way Plan will help you sell more Water Coolers. Ask your Distributor for a copy of the Waterfront Broadside... or write to...

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Springfield 2, Mass.

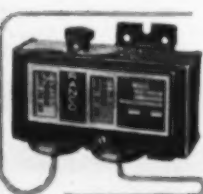
*"Coca-Cola" and its abbreviation "Coke" are the registered trademarks which distinguish the products of The Coca-Cola Company.

YOU CAN BE SURE... IF IT'S Westinghouse

...and one was just right!



Like Goldilock's porridge — refrigeration temperatures must be neither too warm nor too cool. Your customers expect just right results, and they'll get them with Ranco. Controls by Ranco serve in more than 50,000,000 installations throughout the world — positive proof that Ranco is preferred... Choose dependable Ranco controls yourself—available for over 4,000 replacement installations.



Ranco Inc.
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS

Free Furniture Market Busses Will Travel Between Hotels and Exhibition Buildings

CHICAGO—The Merchandise Mart will provide free bus service for buyers at the International Home Furnishings Market in The Mart.

The buyer bus service will operate during the first five days of the June Market, from June 22 through June 26.

Banner-bedecked busses marked "Merchandise Mart Buyers' Courtesy Bus" will run from the Loop hotels to The Mart in the mornings from until 10 o'clock at 10-minute intervals. The busses will travel from The Mart back to various hotels in the Loop at 10-minute intervals during the afternoons from 4 until 6 o'clock.

In addition, The Merchandise Mart will provide a special courtesy bus to operate daily between The Mart and the American Furniture Mart every 20 minutes from 10 a.m. until 4 p.m.

The morning bus route will begin at Congress St. and Michigan Ave.,

and run south on Michigan Ave. to 7th St.; west on 7th St. to Wabash Ave.; north on Wabash Ave. to Adams St.; west on Adams St. to Clark St.; north on Clark St. to Wacker Drive, and west on Wacker Drive to Wells St. and The Merchandise Mart.

The route provides transportation for buyers headquartered at the following hotels: Congress, Conrad Hilton, Blackstone, Palmer House, Morrison, Chicagoan, and the Sherman. Buyers staying at other hotels in the Loop area may board the courtesy busses at the nearest hotel covered by the morning route.

The afternoon bus route will begin at The Merchandise Mart Plaza and run west to Orleans St.; south on Orleans St. to Franklin St.; south on Franklin St. to Washington St.; east on Washington St. to State St.; south on State St. to Congress St., and east on Congress to Michigan.

COME AND GET IT!

FREE \$61³⁰
PROMOTION KIT



... of course, it's electric!

for an order
of 12 or more

Westinghouse DEHUMIDIFIERS

YOU GET

- 4 Automatic Timers.
List price, \$35.80
- 4 Sets of Casters.
List price, \$9.00
- Animated Flasher Display

PLUS

- 100 Selling Folders
- 25 Sample Direct-Mail Cards
- 25 Sample Doorknob Hangers
- 20 Spec Sheets
- 10 Question and Answer Booklets
- Tell-All-Tags
- Window Banner and Sales Planner

BUY 4 OR MORE DEHUMIDIFIERS AND YOU GET ABSOLUTELY FREE

A Big \$18.61 Display and Promotion Package



Dealers are selling thousands of Westinghouse Dehumidifiers by the amazingly successful **FREE HOME TRIAL PLAN**. 9 sales are reported out of every 10 Home Demonstrations.

Wherever there's moisture damage, you have prospects: In the home market: basements, utility rooms, darkrooms, recreation rooms, hobby shops, beach homes, libraries, storage rooms and many others. In the industrial market: warehouses, stores, tool-rooms, restaurants, garages, bank vaults, beauty parlors, studios.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Springfield 2, Mass.

YOU CAN BE SURE...IF IT'S **Westinghouse**

Coolerator

The Coolerator Co., 128 W. First St., Duluth, Minn.

Model No.	UFB-125	UFB-183	UFB-252	UFB-322	FB-200	FB-141	FB-105
Chest or upright type	Upright	Upright	Upright	Upright	Chest	Chest	Chest
Separate freezing section?	Yes	Yes	Yes	Yes	Yes	Yes	No
DIMENSIONS (In Inches)							
Interior: Height	53½	50½	50½	50½	30½	31½	20½
Width	24½	32½	45	57½	64½	46½	46½
Depth	16½	19½	19½	19½	19½	19½	19½
Exterior: Height	62½	72½	72½	72½	40½	40½	40½
Width	31½	41	53½	65½	73½	54½	54½
Depth	29½	28½	28½	28½	28	28	28
CAPACITY (In Cu. Ft.)							
Total	12.75	18.5	25.17	32.2	20	14.1	10.5
Freezing compartment(s)	7.75	12.8	17.75	22.75	3.34	3.27
Storage compartment(s)	5	5.5	7.4	9.6	16.66	10.83	10.5
INTERIOR EQUIPMENT							
Partitions (No.)	1	1
Shelves (No.)	5	3	3	3
Door or lid shelves (No.)	3	2	2	4
Baskets (No.)	4	3	3
Special racks or service trays (No.)	1	1
Light	No	Yes	Yes	Yes	Yes	Yes	Yes
INSULATION							
Kind	Glass Fleece				Jet-Packed Cell-U-Fiber		
Thickness: (In Inches)							
Top	3	4	4	4	3	3¾	3¾
Sides	3	4	4	4	4	4	4
Bottom	4	4	4	4	4½	4 & 3¾	4
Door (upright models)	3	4½	4½	4½
LIDS OR DOORS							
Outer doors or lids (No.)	1	1	1	2	1	1	1
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)							
Net	300	460	535	655	565	435	378
Shipping	360	575	665	815	600	465	408
PRICE, suggested retail	\$599.95	\$699.95	\$899.95	\$599.95	\$459.95	\$399.95
REFRIGERATION EQUIPMENT							
Cooling method:	Make of control... Model UFB-125, Cutler-Hammer or Ranco; all other models, Ranco				Interior liner... Model UFB-125, welded steel porcelain enamel; all other models, welded steel synthetic enamel		
Wrap around..... Models FB-200, FB-141, and FB-105	Accessible for user adjustment..... Yes				Refrigerated shelves or plates..... Models UFB-125 and UFB-183, expanded metal; all other models, aluminum		
Other models have wrap around on bottom and cold plate.	Location..... Model UFB-125, top moulding; UFB-183, UFB-252, and UFB-322, behind service panel; all other models, front cabinet						
Compressor:							
Make..... Tecumseh							
Sealed..... Yes							
Open (hp. rating)..... UFB-125, ¼; UFB-183, ¼; UFB-252, ¼; UFB-322, ¼; FB-200, ¼; FB-141, ¼; FB-105, ¼							
Location in cabinet..... UFB-322, right bottom; FB-200 and FB-141, left bottom; FB-105, bottom center; all other models, bottom							
Refrigerant..... Models UFB-125 and FB-105, "Freon-12"; all other models, "Freon-22"							
CONSTRUCTION AND FINISH OF							
Cabinet..... Welded steel synthetic enamel							

Deepfreeze

Deepfreeze Appliance Div., 2301 Davis St., North Chicago, Ill.

Model No.	C-75	B-75	C-135	B-135	C-175	C-235	CU-115	CU-195
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest	Upright	Upright
DIMENSIONS (In Inches)								
Exterior: Height	37 1/4	37 1/4	37 1/2	37 1/2	37 1/4	37 1/2	61	72
Width	38	38	55 1/2	55 1/2	76 1/2	94
Depth	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	30 1/2	29 1/2	32 1/2
CAPACITY (In Cu. Ft.)								
Total	7.22	7.22	12.84	12.84	16.89	22.55	12	18.6
INTERIOR EQUIPMENT								
Partitions (No.)	2	2	2	2	4	4
Shelves (No.)	4	4
Door shelves (No.)	3
Baskets (No.)	2	2	2	2	1	2
Light	Yes	Yes	Yes	Yes	Yes	Yes
INSULATION								
Kind	Fiberglass							
Thickness: (In Inches)								
Sides	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Bottom	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
LIDS OR DOORS								
Outer doors or lids (No.)	1	1	1	1	2	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)								
Shipping	290	290	400	400	560	725	335	490
PRICE, suggested retail	\$299.95	\$279.95	\$469.95	\$419.95	\$549.95	\$649.95	\$429.95	\$619.95
REFRIGERATION EQUIPMENT								
Cooling method.... model CU-115 and CU-195, plates; all others, wrap around	Refrigerant				"Freon-12" and "Freon-22"		C-175, and C-235	
	Make of control				Ranco, Cutler-Hammer		Anti-sweat provisions around freezer opening	
	Accessible for user adjustment				Yes		Yes	
Compressor:							CONSTRUCTION AND FINISH OF	
Make	Tecumseh						Cabinet...Bonderized steel and baked enamel	
Sealed	Yes						Interior liner....Bonderized steel and baked enamel	
Open (hp. rating).....	C-75, 1/4; B-75, 1/4; C-135, 1/4; C-135, 1/4; C-175, 1/4; C-235; 1/2; CU-115, 1/4; CU-195, 1/4							
Location in cabinet.....	Bottom						PROTECTION PLAN	
							Warranty.....5 years on compressor, 1 year on cabinet	
							Food insurance	
							Optional	



The NEW LOOK!

IN FROZEN FOOD DISPLAY CASES

Beautiful, eye-catching two-tone gold and white styling.
Every package in direct contact with freezing plate. Assures proper temperature.
Capacity: 720 packages (size illustrated).
Small size: 350 packages.

Complete details and illustrated color brochure on request

The BREWER-TITCHENER CORP.

Refrigeration Sales: 80 W. Broad St.
Mount Vernon, New York

Home Freezer Specifications

Westinghouse

Westinghouse Electric Corp., Mansfield, Ohio

Model No.	UFE-85	UFE-120	UFE-180
Chest or upright type	Upright	Upright	Upright
Separate freezing section?	Yes	Yes	No
DIMENSIONS (In Inches)			
Interior: Height	41½	49½	46½
Width	21½	25½	29
Depth	17½	17½	23½
Exterior: Height	57½	65½	67½
Width	28	32	36
Depth	29½	29½	31
CAPACITY (In Cu. Ft.)			
Total	8.5	12.0	18.0
Freezing compartment(s)	1.8	2.6	...
Storage compartment(s)	6.7	9.4	18.0
INTERIOR EQUIPMENT			
Shelves (No.)	4	4	4
Special racks or service trays (No.)	1	1	1
Drawers (No.)	1	1	...
INSULATION			
Kind	Fiberglass PF450—3½ lb. density		
Thickness: (In Inches)			
Top	4½	4½	3½
Sides	3½	3½	3½
Bottom	3½	3½	3½
Door (upright models)	3	3	2½
LIDS OR DOORS			
Outer doors or lids (No.)	1	1	1
Inner doors (No.)	3	4	8
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	299	363	445
Shipping	350	402	520
PRICE, suggested retail	\$369.95	\$459.95	\$599.95

REFRIGERATION EQUIPMENT

Cooling method:	
Wrap around	Yes
Other	Quick freeze evaporator shelf on model UFE-85
Total sq. ft. of refrigerated surface exposed to food compartment	Model UFE-85, 9.4; UFE-120, 12.9; UFE-180, 33.5
Compressor:	
Make	Westinghouse
Sealed	Yes
Location in cabinet	Base
Refrigerant	"Freon-12"
Make of control	UFE-180, Cutler-Hammer; others models, Westinghouse
Accessible for user adjustment	Yes
Location	UFE-180, top of lower front panel; other models, top breaker strip
Condenser: Type	
Finned	Model UFE-180
Stack	Models UFE-85 and UFE-120
Forced convection	Yes
Warning device:	
Light	Yes
Anti-sweat provisions around freezer opening	Yes
CONSTRUCTION AND FINISH OF	
Cabinet	Baked on enamel finish
Interior liner	Model UFE-180, baked on enamel finish; other models, porcelain enamel
Refrigerated shelves or plates	Models UFE-85 and UFE-120, plate
PROTECTION PLAN	
Warranty	1 year on cabinet—5 years on sealed unit
SPECIAL FEATURES	
Permanent inventory control on door exterior. Door shelf on UFE-85 and UFE-120.	

Wizard (Western Auto)

Western Auto Supply Co., 2107 Grand Ave., Kansas City, Mo.

Model No.	2J1309	2J1315	2J1322	2J1311
Chest or upright type	Chest	Chest	Chest	Upright
Separate freezing section?	Yes	Yes	Yes	No
DIMENSIONS (In Inches)				
Interior: Height	26½	26½	26½	48
Width	36½	56	81	22½
Depth	19½	19½	19½	20½
Exterior: Height	36	36	36	59½
Width	44½	64	89	30½
Depth	27½	27½	27½	28½
CAPACITY (In Cu. Ft.)				
Total	9	15	22	11
Freezing compartment(s)	2½	2½	2½	...
Storage compartment(s)	6½	12½	19½	11
INTERIOR EQUIPMENT				
Partitions (No.)	1	2	3	...
Shelves (No.)	4
Door or lid shelves (No.)	3
Baskets (No.)	1	2	3	...
Drawers (No.)	1 (wire)
Light	Yes	Yes	Yes (2)	Yes
INSULATION				
Kind	fiberglass fiberglass fiberglass fiberglass & aluminum foil			
Thickness (In Inches)				
Top	3	3	3	3
Sides	3½	3½	3½	3
Bottom	4	4	4	3
Door (upright models)	3
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	2	1
Provision for locking?	Yes	Yes	Yes (2)	No
WEIGHT (Lbs.)				
Net	282	360	484	252
Shipping	342	470	604	320
PRICE, suggested retail	\$299.95	\$399.95	\$499.95	\$349.95

REFRIGERATION EQUIPMENT

Cooling method:	
Wrap around	Models 2J1309, 2J1315, and 2J1322
Model 2J1311, refrigerated shelves	
Total sq. ft. of refrigerated surface exposed to food compartment	Model 2J1309, 20.28; 2J1315, 27.64; 2J1322, 36.92; 2J1311, 15.16
Compressor:	
Make	Tecumseh (Wizard Thrift Temp)
Sealed	Yes
Location in cabinet	Model 2J1311, bottom rear. Other models, lower left hand rear
Refrigerant	Models 2J1309 and 2J1311, "Freon-12"; Models 2J1315 and 2J1322, "Freon-22"
Make of control	Ranco
Accessible for user adjustment	Yes
Location	Model 2J1311, bottom rear. Other models, face of machine—lower left
Condenser: Type	
Finned	Model 2J1322
Wrap around	All other models

Forced or natural convection. Model 2J1322, forced; all others, natural

Anti-sweat provisions around freezer opening

Yes

CONSTRUCTION AND FINISH OF

Cabinet...White high bake DuPont Dulux

Interior liner...White baked-on DuPont Dulux

Refrigerated shelves or plates: Model 2J1311, open coil grid supported. Other models, steel, hot tar dipped after assembly

PROTECTION PLAN

Warranty...1-yr. all parts and 5 yrs. on system not including relay or overload

Food insurance...2J1309, \$200; 2J1315, \$300; 2J1322, \$400; 2J1311, \$200

SPECIAL FEATURES

Colored breakers in all. Colored inner door panel on upright. Wrap around condenser on 9 and 15 give "sweat proof construction." Heater wires used on 22 and 11 to make "sweat proof."

Feco (Fowler Equipment Co.)

Fowler Equipment Co., 626 N. Highland Ave., Aurora, Ill.

Model No.	16	21	27
Chest or upright type	Chest	Chest	Chest
DIMENSIONS (In Inches)			
Interior: Height	27	27	27
Width	49½	64¾	84
Depth	19	19	19
Exterior: Height	36½	36¾	36¾
Width	78¾	93¾	112¾
Depth	28½	28½	28¾
CAPACITY (In Cu. Ft.)			
Total	15¾	20	26
INTERIOR EQUIPMENT			
Partitions (No.)	1 or 2	2	3
Shelves (No.)	As desired on all models		
INSULATION			
Kind	Copr. Fibre Wool		
Thickness:			
Top	4	4	4
Sides	5	5	5
Bottom	7	7	7
LIDS OR DOORS			
Provision for locking?	Yes	Yes	Yes
WEIGHT (Lbs.)			
Net	585	730	930
Shipping	600	745	945
PRICE, suggested retail	\$475.00	\$556.81	\$650.37

REFRIGERATION EQUIPMENT

Cooling method	Plates
Compressor:	
Make	Servel or Universal
Sealed	Open or sealed
Open (give motor hp. rating)	Model 16, ¼; model 21, ½; model 27, ¾
Location in cabinet	On end of cabinet
Refrigerant	"Freon-12"
Make of control	White-Rodgers, Ranco
Accessible for user adjustment?	Yes
Location	Beneath housing on end of cabinet

Condenser: Type

Finned

Natural convection

Yes

Anti-sweat provisions around freezer opening

No

CONSTRUCTION AND FINISH OF

Cabinet...Aluminum or baked enamel on steel

Interior liner...Heavy gauge Bonderized steel

PROTECTION PLAN

Warranty...5-year warranty on power unit assemblies

SPECIAL FEATURES

Shelves are used to take the place of baskets if desired.

All Eyes on FOSTER

ORIGINATORS OF WELDED
All-Aluminum
REFRIGERATORS
AND FREEZERS

A model to meet every need!
Upright Freezer shown is built in 18, 21, 30, 35, 40, 50, 75, 100 cubic feet.

Designed for beauty! Natural luster aluminum or white dulux peel-proof finish.

Welded all-aluminum inside and out. Reduces freight cost, cannot rust. Provides more insulation.

Secondary doors prevent air spillage. Five years of field tests prove they won't freeze shut!

Heavy-duty coils maintain constant low temperature.

Five inches of insulation. Reduces operating costs! Hermetically sealed compressor carries 5-year warranty.

FOOD SPOILAGE
INSURANCE

AMERICA'S MOST COMPLETE LINE OF FREEZERS!

Check boxes and mail coupon for free information:

☐ Reach-ins ☐ Two-temperature ☐ Undercounter ☐ Chest Type Freezers



FOSTER REFRIGERATOR CORP.
Hudson, New York

Please send additional information on models, as checked, to:

Name _____
Company _____
Address _____ City _____

Quickfreeze (Victor)

Victor Products Corp., Hagerstown, Md.

Model No.	VQ-8	VQ-10	VQ-14	VQ-19	VQ-21.5	VQ-30	VUQ-18	VUQ-18A
Chest or upright type	Chest	Chest	Chest	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	Yes	Yes	Yes	Yes	Yes	No	No
DIMENSIONS (In Inches)								
Interior: Height	20½	31½	19½	31½	30½	29	47½	47½
Width	32½	32½	58	58	58	85½	29	29
Depth	21	21	21	21	21	21	23½	23½
Exterior: Height	39½	39½	39½	39½	39½	38	67½	67½
Width	39½	39½	65	65	83	113½	36½	36½
Depth	28	28	28	28	28	29	33	33
CAPACITY (In Cu. Ft.)								
Total	17.4	19
Freezer compartment(s)	...	3.8	3.44	4.58	5.2	6	4.5	4.6
Storage compartment(s)	8.15	6.2	10.6	14.42	16.3	24.8	13.1	14.4

INTERIOR EQUIPMENT

Partitions (No.)	2	2	4	3	4	5
Shelves (No.)	3	3
Door or lid shelves (No.)	3	3
Baskets (No.)	2	2	4	4	4	1
Light	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	Fiberglas PF511	—Fiberglas—	...
Thickness: (In Inches)
Top	2½	2½	2½	2½	2½	2	3½	3½
Sides	3½	3½	3½	3½	3½	4	3½	3½
Bottom	3½	3½	3½	3½	3½	4	3½	3½
Door (upright models)	3	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	2	2	1	1
Inner doors (No.)	4	...
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	263	295	400	440	480	631	447	447
Shipping	318	350	460	500	570	751	510	510

PRICE, suggested retail	\$346.50	\$396.80	\$469.00	\$579.50	\$612.75	\$816.75
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REFRIGERATION EQUIPMENT

Cooling method:
Wrap around ... All chest models
Other ... Refrigerated shelves
top and bottom on upright
models

Total sq. ft. of refrigerated
surface exposed to food
compartment ... VQ-8, 15.3;
VQ-10, 21.5; VQ-14, 23.7; VQ-19,
33.6; VQ-21.5, 35.5; VQ-30, 45.3

Compressor:
Make ... Victor
Sealed ... Yes
Location in cabinet ... Chest
models, left hand bottom
corner; upright models,
bottom

Refrigerant ... "Freon-12" and
"Freon-22"
Make of control ... Ranco
Accessible for user
adjustment ... Yes
Location ... Chest models,
left hand end (mach. com't);
upright models, lower
mach. com't

Condenser: Type
Finned ... Yes
Forced convection ... Yes
Warning device ... Light
Anti-sweat provisions around
freezer opening ... On upright
models

CONSTRUCTION AND FINISH OF

Cabinet ... Chest models, steel,
synthetic enamel, baked 325°;
uprights, Dulux

Interior liner ... Chest models,
steel, synthetic enamel, baked
325°; upright, Dulux

Evaporator ... Steel
Refrigerated shelves or
plates ... Dulux

PROTECTION PLAN

Warranty ... One year on com-
plete assembly; 4 additional
years on condensing unit
Food insurance ... One year included
in list price

SPECIAL FEATURES

Chest models: Cross section control,
fully sealed insulation, all models
completely accessory equipped, integ-
ral latch lock, Vinyl sealing gasket, all
chest models equipped with ice cube
maker, left-over food jars, rack, and
counterbalanced lid support.

Upright models: Fully automatic
cold control, shelf type inner door,
lock type hardware, signal light.

CAN YOU USE A REPRESENTATIVE IN SOUTHERN CALIFORNIA?

I am now available as representa-
tive or agent for manufacturer
supplying the refrigeration, air
conditioning or heating trades.
Twenty years in the wholesale end
of the industry. Write Huntington
Small, 1811 Whitley Ave., Holly-
wood 28, Calif.

Webber

Webber Mfg. Co., Inc.,
2740 Madison Ave., Indianapolis, Ind.

Model No. ... 17
Chest or upright type ... Chest
Separate freezing section? ... No

DIMENSIONS (In Inches)

Interior: Height	22
Width	69
Depth	19
Exterior: Height	33
Width	96
Depth	28½

CAPACITY (In Cu. Ft.)

Total	17
Freezing compartments	All fast freezing
Storage compartments	4

INTERIOR EQUIPMENT

Partitions (No.)	3
Non-Refrigerated storage (Yes or no)	Yes

INSULATION

Kind	Fiberglass
Thickness: Top	5½
Sides	5½
Bottom	6

LIDS OR DOORS

Outer doors or lids (No.)	2
Provision for locking?	Yes

WEIGHT (Lbs.)

PRICE, suggested retail	\$575
-------------------------	-------

REFRIGERATION EQUIPMENT

Cooling method:
Wrap around ... Yes

Compressor:
Make ... Tecumseh
Sealed ... Yes
Location in cabinet ... Right end
Refrigerant ... "Freon-12"
Make of control ... Ranco
Is control accessible for
user adjustment? ... No

CONSTRUCTION AND FINISH OF

Cabinet ... Stainless steel
Interior liner ... Copper bearing metal

PROTECTION PLAN

Warranty ... Five-year guarantee on
cabinet and compressor, one year
free service

SPECIAL FEATURES

Patented Webber heat exchanger
and baffle at door openings.

Barkow Expanding Its Plant

MILWAUKEE—To keep pace with
expanding sales, Aug. G. Barkow
Mfg. Co., Inc., is increasing its pro-
duction facilities by adding a \$75,000
addition to the plant.

The new addition measures 60 ft.
by 246 ft. and will be used to enlarge
the production line for Barkow's up-
right home freezers and year-round
air conditioners.

We're telling your customers
and prospects to—

Ask for
Every Wolverine
carton sends
them to
you by
saying—



WOLVERINE
TUBE

by
name

Ask for WOLVERINE by name to
make sure you will get the tube that
is quality-controlled from ore-to-
finished-product — every inch of the
way — and to further make sure that
you'll get the best copper tube that
skilled workmanship can produce.

Ask for the sturdy carton—the blue
one with the large circles. This is the pattern that distinguishes the convenient carton
in which each coil of Wolverine tube is carefully packed for protection against
damage and for easy handling.

Every carton is clearly marked as to the size, type and length of copper tube
it carries. It provides quick identification on the shelf and on the job.

For convenience in shipping the individual cartons in quantities, several are
packed together in master cartons. Of course, each sturdy, individual carton can
be shipped singly—yet safely.

WOLVERINE TUBE DIVISION

of CALUMET & HECLA, INC.

Manufacturers of Tubing Exclusively

1413 CENTRAL AVENUE • DETROIT 9, MICHIGAN

DEPOTS: DETROIT, MICH. • DECATUR, ALA. • PHILADELPHIA, PA. • PROVIDENCE, R.I. • ST. LOUIS, MO.
CHICAGO, ILL. • HOUSTON, TEXAS • LOS ANGELES, CALIF. • LONG ISLAND CITY, N.Y.



When you attend the
Inform-A-Show in Los
Angeles May 24-27, be
sure to visit our Booth
304.

Jordon Upright Chosen For 'Home of Century'

PHILADELPHIA—The Jordon upright home freezer has been selected as the freezer to be shown in the "Home of the Century" on Steel Pier

in Atlantic City next summer, Harry Fogel, vice president in charge of sales, Jordon Sales Co., announced. Selection was made by Wm. F. B. Koelle, architect and designer of the home. An estimated 300,000 persons are expected to visit this famous model home from all parts of the world.

Did you know?

that **74%** OF ALL FREEZERS SOLD* ARE EQUIPPED WITH **Tecumseh HERMETICS**

It's true—74% of the freezers sold in 1951 (*as reported by REMA) incorporated a Tecumseh hermetic compressor! This overwhelming acceptance by the freezer industry proves the superiority of the Tecumseh hermetic.

Lower price, better performance, greater capacity and lasting dependability are but a few of the reasons why the Tecumseh hermetic is preferred for low temperature applications. Our engineers will be glad to show you how the Tecumseh hermetic can save you time and money on your application.

Dealers too, will find that these facts present powerful sales arguments to convince customers that freezers equipped with a Tecumseh unit will give long, satisfactory service and reduce operating costs to a minimum.



TECUMSEH PRODUCTS

TECUMSEH, MICH. *Company*

EXPORT DEPT.: 2111 WOODWARD AVE., DETROIT, MICH.

Home Freezer Specifications

Carrier (Private Labels)

Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.

Model No.	14K5	14K6	14K7	14K9	14G2	14G5	14G7
Chest or upright type	Upright	Upright	Upright	Upright	Chest	Chest	Chest
Separate freezing section?	No	No	No	No	Yes	Yes	Yes
DIMENSIONS (In Inches)							
Interior: Height	51	54	51	50	30	30	30
Width	27	31	37	63	34	52½	76¼
Depth	21	23½	23	21	20	20	20
Exterior: Height	70	73	70	70	38	38	38
Width	27	38	37	71	42	60¾	84¼
Depth	28½	30	30½	28½	28*	28	28
CAPACITY (In Cu. Ft.)							
Total	16	22	24	35	9.6	16	24
Freezing compartment(s)	2.9	2.9	2.9
Storage compartment(s)	6.7	13.1	21.1
INTERIOR EQUIPMENT							
Partitions (No.)	1	2	4
Shelves (No.)	2	2	2	2
Door or lid shelves (No.)	3	2	3	6
Baskets (No.)	2	3	4
Special racks or service trays (No.)	2	2	2	2
Light	Yes	Yes	Yes	Yes	Yes	Yes	Yes
INSULATION							
Kind	Mineral Wool	Fiberglas
Thickness: (In Inches)
Top	3½	3½	3½	4	3	3	3
Sides	4	3½	4	4	4	4	4
Bottom	3½	3½	3½	4	3½	3½	3½
Door (upright models)	3½	3½	3½	3½
LIDS OR DOORS							
Outer doors or lids (No.)	1	1	1	2	1	1	2
Inner doors (No.)	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)							
Net	340	380	425	600
Shipping	410	460	510	710
*Less hinges and hardware.							
REFRIGERATION EQUIPMENT							
Cooling method	Chest models, wrap around; upright models, top and bottoms, sides partial, two permanent evaporator shelves			except 14K6 Location Upright models, top of bottom front panel; Chest models, left-hand front			
Condenser: Type	Models 14K5, 27.8; 14K6, 38.2; 14K7, 39.2; 14K9, 57.8; 14G2, 23.8; 14G5, 33.6; 14G7, 46.4			Models 14G5 and 14G7, finned; 14G2, wrap around			
Total sq. ft. of refrigerated surface exposed to food compartment	14K5, 27.8; 14K6, 38.2; 14K7, 39.2; 14K9, 57.8; 14G2, 23.8; 14G5, 33.6; 14G7, 46.4			Natural convection ... Model 14G2			
Compressor:	Make Tecumseh			Forced convection All other models			
Sealed	Yes			Warning device Light			
Location in cabinet	Upright models, bottom left-hand compartment; Chest models, left-hand end			on all but Model 14G2			
Refrigerant	Model 14G2, "Freon-12"; all other models, "Freon-22"			Anti-sweat provision around freezer opening Models 14K7, 14K9, 14G2, and 14G7			
Make of control	Ranco			CONSTRUCTION AND FINISH OF			
Accessible for user adjustment	Yes, except 14K6			Cabinet Baked enamel			
				Interior liner Aluminum			
				Refrigerated plates or shelves Aluminum			
				PROTECTION PLAN			
				Warranty 5 years on compressor			
				SPECIAL FEATURES			
				Storage racks on doors.			



Plan Shows Space Needed For Maniwoc Freezer

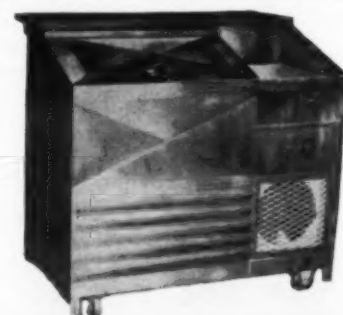
MANITOWOC, Wis.—Homemakers can now determine the exact space they need, and thus the best location for a Maniwoc upright freezer right in their own homes.

Floor plan patterns, cut the exact size of Maniwoc freezer floor space requirements, are now available from Maniwoc distributors.

The sales promotion piece unfolds to 29½ in. by 36 in., the size of the floor space needed for both the model 14 and model 18-5 Maniwoc freezers. It is also explained that the main door can be easily removed, reducing depth to 26½ in. for moving through narrow doorways.

Small space requirements mean the freezer can be placed where it's most convenient. Floor plan can help prove there's adequate space, often help sell a freezer where owners thought there wasn't enough room.

Erle Brown, sales coordinator for the company, points out that the freezer size patterns can be used as effective direct mail pieces.



DRINKMASTER

PORTABLE — REFRIGERATED
Stainless Steel HOMEBAR
PLASTIC CHARTREUSE FRONT
BLACK TOP

Mfd. by

United Frigutur Engrs.
Menominee, Mich.

Write for free 8" x 10" Photos

Johnson

Johnson Mfg. Corp., Middletown, Conn.

Model No.	JU-14	JU-18	JU-20	JU-30	JC-4	JC-6
Chest or upright type	Upright	Upright	Upright	Upright	Chest	Chest
DIMENSIONS (In Inches)						
Interior: Height	46	49	51	58	20	16
Width	28	32	32	49	22	32
Depth	18	20	20	20	18	21
Exterior: Height	68	70	70	72	35	35
Width	36	40	40	66	30	38
Depth	25	27	27	28	24	27
CAPACITY (In Cu. Ft.)						
Total	14	18	20	30	4	6
INTERIOR EQUIPMENT						
Partitions (No.)	2	2
Shelves (No.)	4	4	4	6
Baskets (No.)	1	2
Light	Yes	Yes
Non-refrigerated storage	Yes	Yes	Yes	Yes
Ice Cube Trays (No.)	If requested			
INSULATION						
Kind	High density Fiberglas and cork				Fiberglas	
Thickness:						
Top	4	4	4	4	4	4
Sides	4	4	4	4	3	3
Bottom	4	4	4	4	4	4
Door (upright model)	4	4	4	4	4	4
LIDS OR DOORS						
Provision for locking?	———— Yes ————					
WEIGHT (Lbs.)						
Net	400	412	435	575		
Shipping	425	437	475	615		
PRICE, suggested retail	\$559	\$710	\$749.50		\$100	\$225
REFRIGERATION EQUIPMENT						
Cooling method.....	Models JU-14, JU-18, JU-20, and JU-30, contact shelves.		Light Yes			
Models JC-4 and JC-6, wrap around			Anti-sweat provision around freezer opening Yes			
CONSTRUCTION AND FINISH OF						
Cabinet.....	Steel, electrically welded, 2 coats of baked enamel		Interior liner.....Electrically welded, 2 coats of baked enamel, tubing bonded to shell in chests			
Refrigerant	"Freon-22"		Refrigerated shelves or plates...Tubing bonded to shelves			
Make of control	Ranco		PROTECTION PLAN			
Accessible for user adjustment	Yes		Warranty.....5 years on compressor			
Location.....	Models JU-14, JU-18, JU-20, and JU-30, front of compr. compt. Models JC-4 and JC-6, back of compr. compt.		Food insurance.....3 years, \$250, included in list			
Condenser: Type	Finned		SPECIAL FEATURES			
Warning device:	Uprights: one piece breaker strip, non-refrigerated storage bin on bottom. Chests: Formica work top.					

Air Conditioning

AT ITS BEST!



DOLE "ICE-CELS"

**Recently Installed In
CENTRAL
PRESBYTERIAN
CHURCH**

JACKSON, MISSISSIPPI

APPLICATION: Two DOLE ***Ice-Cel*** Units, with a combined capacity of 192 ton hours of refrigeration, are hooked up with one 15 H.P. compressor.

LOAD: 75 tons an hour for two hours, or 150 ton hours—40 ton hours in excess of requirements, which can be utilized with compressor input for special occasions.

DOLE Ice-Cel Units are available for low cost installation in churches, halls, mortuaries, offices, retail stores, and cafeterias.

WRITE FOR CATALOG B



**DOLE REFRIGERATING
COMPANY**

5920 N. Pulaski Road, Chicago 30, Ill.
103 Park Ave., New York 17

In Canada: Dole Refrigerating Products, Ltd.
44 Elgin Street, Brantford, Ontario



Home Freezer Specifications

Harderfreez (Tyler Fixture)

Tyler Fixture Corp., Niles, Mich.

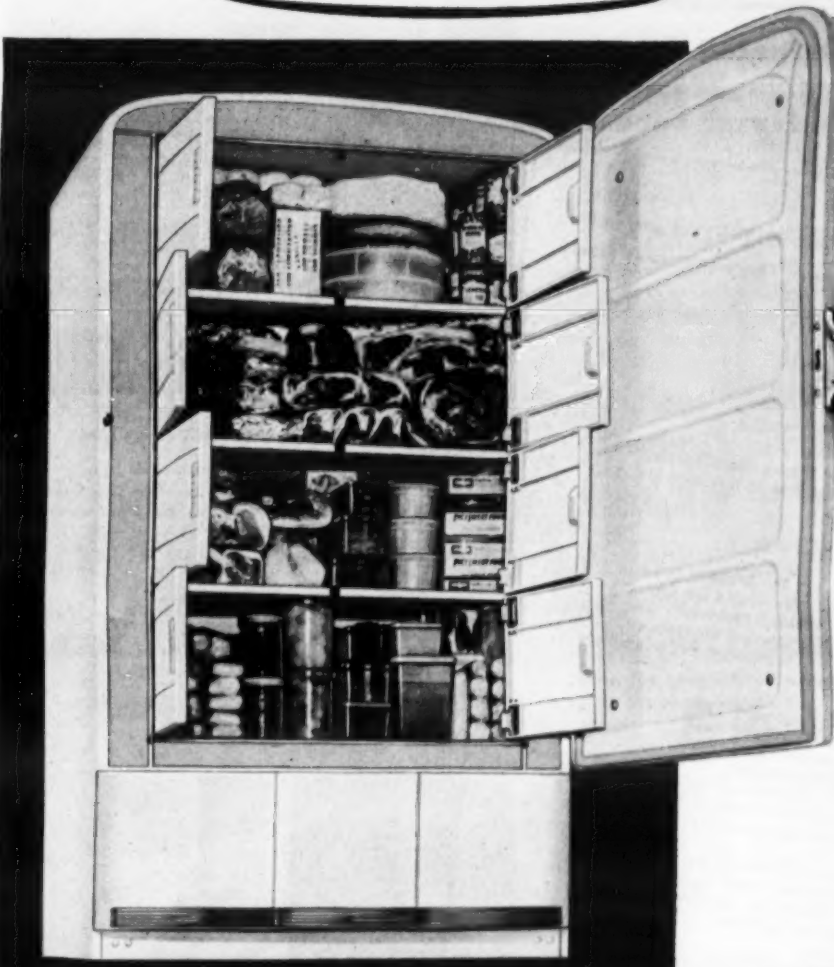
Model No.	HU15-G	HU20-G	HU25-G	HU35-G	HC15-G	HC20-G
Chest or upright type ...	Upright	Upright	Upright	Upright	Chest	Chest
DIMENSIONS (In Inches)						
Interior: Height	47 $\frac{1}{2}$	47 $\frac{1}{2}$	47 $\frac{1}{2}$	49 $\frac{1}{2}$	24 $\frac{1}{4}$	24 $\frac{1}{4}$
Width	28	37 $\frac{1}{2}$	47	57	58	72
Depth	20	20	20	22	22	22
Exterior: Height	69	69	69	71	34	34
Width	34	43 $\frac{1}{2}$	53	63	64	80
Depth	31 $\frac{1}{4}$	31 $\frac{1}{4}$	31 $\frac{1}{4}$	31 $\frac{1}{4}$	31 $\frac{1}{2}$	31 $\frac{1}{2}$
CAPACITY (In Cu. Ft.)						
Total	15.14	20.47	25.4	35.38	15.4	20.4
INTERIOR EQUIPMENT						
Partitions (No.)	2	2
Shelves (No.)	3	3	3	4
Door or lid shelves (No.)	2	2	2	2
Baskets (No.)	2	2
Special racks or service trays (No.)	1	1	1	1	1	1
Drawers (No.)	1	1	1	1
Light	No	No	No	No	Yes	Yes
INSULATION						
Kind	Super Density Fiberglas					
Thickness: (In Inches)						
Top	3	3	3	3	3	3
Sides	3	3	3	3	3	3
Bottom	4	4	4	4	4	4
Door (upright models)	4	4	4	4
LIDS OR DOORS						
Outer doors or lids (No.)	1	1	2	2	1	1
Inner doors (No.)	2	2
Provision for locking? ...	—	Optional		—	Yes	Yes
WEIGHT (Lbs.)						
Net	485	555	645	760	500	580

Freez-Aire

Freez-Aire Corp., 650 S. San Vicente Blvd., Los Angeles 48, Calif.

Model No.	Coronation Classic Upright	Frost-O-Matic Deluxe Upright
Chest or upright type		
DIMENSIONS (In Inches)		
Exterior: Height	69 1/2	69 1/2
Width	38	38
Depth	31	31
CAPACITY (In Cu. Ft.)		
Total	17.8	17.8
INTERIOR EQUIPMENT		
Shelves (No.)	3	4
Drawers (No.)	1	
INSULATION		
Kind		Fiber Glass
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4
Door (upright models)	4	4
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	400	400
Shipping	450	450
PRICE, suggested retail	\$699.00	\$639.50
REFRIGERATION EQUIPMENT		
Cooling method	Forced convection	Warning device
forced air blower system and automatic defrost		
CONSTRUCTION AND FINISH OF CABINET		
Compressor:	Interior liner	Steel, Dulux finish
Make		
Sealed		
Hp. rating		
Location in cabinet		
Refrigerant		
Make of control		
Accessible for user adjustment		
Location		
Condenser: Type		
Finned		

Features that freezer buyers want most...
and **Manitowoc** *has them all! now*



Upright design...extra convenience
Manitowoc's full-width door eliminates hidden corners—keeps *all* shelf space in sight. Cold-Hold inner doors reduce condensation . . . make it easy to store food in pantry-neat order.

Compact . . . fits anywhere
Manitowoc offers up to 18½ cu. ft. of storage capacity in only 2½ x 3 ft. of floor space.

Big capacity for top economy
Manitowoc freezers hold up to 650 lbs. of food . . . room to let folks really enjoy the savings possible through quantity buying.

Kitchen-keyed styling
Manitowoc's clean, functional appearance fits kitchen, utility rooms, anywhere in the most modern homes.

Easy quick-freezing . . . anywhere
A flip of a handy switch pulls temperature inside entire freezer down to 20 degrees below zero.

A cinch to defrost
Frost falls freely down smooth walls to bottom shelf — can be wiped up in a jiffy without tedious "bucket bailing."

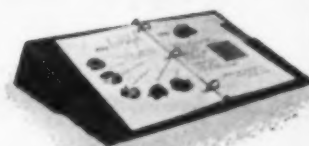
Real food protection
Manitowoc's Watching-Eye warning light is safest, surest in the industry, and food spoilage insurance is available on all models.

plus advertising help from lead to closing!



Biggest full-color advertising program of any exclusive freezer line . . . and complete local material to help you capitalize on it.

Compelling point-of-sale material including life-size four-color inserts for each shelf that make display freezers "live."



Better Living Brochure, in full color, provides a "complete" packaged pitch" to help your men close their freezer prospects either in the store or in the home.

MANITOWOC EQUIPMENT WORKS
Manitowoc, Wisconsin

Home Freezer Specifications

Bishop

R. H. Bishop Co., 14 E. Washington St., Champaign, Ill.

Model No.	186-D	200-D
Chest or upright type	Chest	Chest
DIMENSIONS (In Inches)		
Interior: Height	30	30
Width	51	51
Depth	21	22½
Exterior: Height	37	37
Width	72	72
Depth	28	29½
CAPACITY (In Cu. Ft.)		
Total	18.6	19.92
INTERIOR EQUIPMENT		
Partitions (No.)	2	2
Baskets (No.)	2	2
Thermometer	Yes	Yes
Non-refrigerated storage	Yes	Yes
INSULATION		
Kind	Fiber Glass	
Thickness: (In Inches)		
Top	2½	2½
Sides	3½	3½
Bottom	3½	3½
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	330	335
Shipping	400	407
PRICE, suggested retail	\$680.00	\$680.00

REFRIGERATION EQUIPMENT

Cooling method:
 Wrap around Yes
 Other Two cross plates
 Total sq. ft. of refrigerated surface exposed to food compartment...186-D, 44; 200-D, 48
 Compressor:
 Make Tecumseh
 Sealed Yes
 Location in cabinet End
 Refrigerant "Freon-22"
 Make of control Ranco
 Accessible for user adjustment? Yes
 Location End non-refrigerated storage compartment
 Condenser: Type
 Finned Yes
 Forced convection Yes
 Warning device Warning thermometer

CONSTRUCTION AND FINISH OF
 Cabinet White baked enamel
 Interior liner White baked enamel
 Refrigerated shelves or plates White baked enamel

PROTECTION PLAN

Warranty 5 years on compressor
 Food insurance Optional

SPECIAL FEATURES

Solid lid cushion seal (Non-sweating).

Foster

Foster Refrigerator Corp., Hudson, New York

Model No.	LR-18-U	LR-25-U	LR-30-U	LR-35-U
Chest or upright type	Upright	Upright	Upright	Upright
DIMENSIONS (In Inches)				
Interior: Height	47	47	47	47
Width	31	38	50	59
Depth	21	21	21	21
Exterior: Height	72	72	72	72
Width	39	46	58	67
Depth	31¾	31¾	31¾	31¾
CAPACITY (In Cu. Ft.)				
Total	18.2	25.1	29.6	34.3
INTERIOR EQUIPMENT				
Shelves (No.)	2	2	2	2
Ice Cube Trays (No.)	Available on order			
INSULATION				
Kind	Fibre Glass			
Thickness (In Inches)				
Top	4	4	4	4
Sides	4	4	4	4
Bottom	4	4	4	4
Doors (upright models)	2¾	2¾	2¾	2¾
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	2	2
Inner doors (No.)	3	3	6	6
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	300	365	400	435
Shipping	530	560	600	650

REFRIGERATION EQUIPMENT

Cooling method Shelves are coil plates

Total sq. ft. of refrigerated surface exposed to food compartment...Model LR-18, 27.2; LR-25-U, 33.4; LR-30-U, 43.8; and LR-35-U, 51.6

Compressor:
 Make Tecumseh or Kelvinator
 Sealed Yes
 Open Available for special electrical characteristics
 Location in cabinet Bottom
 Refrigerant "Freon-12"
 Make of control Ranco
 Accessible for user adjustment Yes
 Location Compressor comp't.
 Condenser: Type
 Finned Yes

Warning device:

Light, Buzzer...available on request

CONSTRUCTION AND FINISH OF

Cabinet Welded all-aluminum—either white Dulux or satin-aluminum
 Interior liner Natural aluminum
 Refrigerated shelves or plates Natural aluminum

PROTECTION PLAN

Warranty 5-year warranty on sealed unit
 Food insurance Not optional but added to price

SPECIAL FEATURES

Light in weight, rust and corrosion proof.

Orley

Orley Brothers Co., Inc., 475 Schaefer, Detroit 17, Mich.

Model No.	EU15	CM13	CM16	CM8
Chest or upright type	Upright	Chest	Chest	Chest
Separate freezing section?	No	Yes	Yes	Yes
DIMENSIONS (In Inches)				
Interior: Height	42½	28½	15½	20
Width	27½	30½	16½	28
Depth	23½	20½	20½	...
Exterior: Height	62	35½	36½	36
Width	34	54	66	33
Depth*	32½	30½	31½	31½
CAPACITY (In Cu. Ft.)				
Total	14.35	13.2	16.1	7.5
Freezing compartment(s)	...	3.0	0.8	0.8
Storage compartment(s)	...	10.2	15.3	6.7
INTERIOR EQUIPMENT				
Partitions	...	Yes
Shelves (No.)	4	...	2	2
Baskets (No.)	...	3	2	...
Special racks or service trays (No.)	...	1
Light	...	Yes
INSULATION				
Kind	Hight Density Fiberglass			
Thickness: (In Inches)				
Top	3½	2½	2	2
Sides	3½	3½	2½	2½
Bottom	3½	3½	2	2
Door (upright models)	3½
LIDS OR DOORS				
Outer doors or lids (No.)	1	1	1	1
Provision for locking?	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)				
Net	330
Shipping	395

REFRIGERATION EQUIPMENT

Cooling method:
 Wrap around Models CM13, CM16, and CM8
 Other EU15, shelves and plates; CM13, refrigerated divider; CM16 and CM8, refrigerated shelves

Total sq. ft. of refrigerated surface exposed to food compartment...EU15, 30; CM13, 28.1; CM16, 27; CM8, 18.8

Compressor:
 Make Tecumseh
 Sealed Yes
 Location in cabinet Bottom
 Refrigerant CM8, "Freon-12"; all others, "Freon-22"
 Make of control Ranco
 Accessible for user adjustment Yes
 Location EU15, bottom front; all others, bottom rear

Condenser: Type
 Finned Yes

Natural convection CM8; all others, forced convection

Warning device:
 Light EU15 and CM13
 Anti-sweat provisions around freezer opening EU15, CM16, and CM8

CONSTRUCTION AND FINISH OF
 Cabinet White high-baked enamel on welded Bonderized steel
 Interior liner Aluminum
 Stucco finish

Refrigerated shelves or plates Copper and aluminum

PROTECTION PLAN

Warranty One year on complete cabinet, 5 years on sealed motor compressor assembly
 Food insurance Included in list price

SPECIAL FEATURES

Juice shelf.

THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

BUSINESS NEWS PUBLISHING CO., DETROIT

"We wanted Proof!"
 ...says Mr. T. E. Louis
"The Results are Amazing!"

Read How Kelvinator Spot-Special Cabinets
 "... Add up to sound merchandising, rapid turnover and increased Profits" in Frozen Foods!



Mr. T. E. Louis—Owner
 Louis Stores, Inc., Berkeley 5, Calif.



Louis Store, San Lorenzo, Calif.
 —one of 26 in the Louis Stores Chain

Henry F. Goncalves, Mgr. of
 San Lorenzo Louis Store—with Sales-making
 Kelvinator KM-6 Frozen Food Merchandiser



You can increase your profits too, by selling
 Kelvinator Frozen Food Merchandisers. Every
 retail food store is a prospect! See them today—
 (8 models—from 6 to 20 cubic feet!) at your
 nearest Distributor or Zone office... or write
 Kelvinator, Division of Nash-Kelvinator Corporation,
 Detroit 32, Michigan.

Louis STORES, INC. • Operating Louis Stores and Vern's Shopping Center
 OFFICE: 3201 SHATTUCK AVENUE • BERKELEY 5, CALIFORNIA • TELEPHONE BERKELEY 7-4948

May 15, 1952

Mr. J. A. Warren, Jr.
 Nash-Kelvinator Sales Corp.
 2325 East 12th Street
 Oakland, California

Dear Mr. Warren:

Several weeks ago we decided to find out if your "spot special" frozen food merchandising cabinets would give us the sales increases you claimed.

We wanted proof!

So, we installed a Kelvinator KM-6 in our San Lorenzo store -- one of 26 in the Louis Stores chain. We changed the contents of this cabinet every Monday and ran weekly "specials". The results are amazing. Here is an actual record of the frozen specials - and the percent of increase in sales when the following items were displayed and promoted in the KM-6:

Raviolas	Sales increased	97%
Waffles	Sales increased	89%
Chicken Pies	Sales increased	170%
Chicken ala King	Sales increased	142%
Frozen Pies	Sales increased	82%
Strawberries	Sales increased	243%
Whole Chicken	Sales increased	198%

Needless to say, we are more than pleased with the results obtained -- which have convinced us that "spot special" display of frozen foods - and Kelvinator cabinets -- add up to sound merchandising, rapid turnover and increased profits.

Very truly yours,

T. E. Louis

TEL/

WAREHOUSE: 1918 PARK STREET • ALAMEDA, CALIFORNIA • TELEPHONE LAKENHURST 3-6620

Profit Today... Build for Tomorrow with

Kelvinator

The Name that Sells... The Name that Satisfies!



Crosley Shelvador

Crosley Div., Aveco Mfg. Corp., 1329 Arlington St., Cincinnati, Ohio

Model No.	SEF-6	SDF-8	CEF-9	SEF-15	CEF-15	CEF-20	UEF-13	UEF-20
Chest or upright	Chest	Chest	Chest	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	No	No	No	Yes	Yes	Yes	No	No
DIMENSIONS (In Inches)								
Interior: Height	25	24	24	L. 19% R. 30%	L. 19% R. 30%	L. 17% C. 29 R. 29	48	...
Width	21	31	31	16	31	16	31	21
Depth	19	17	19	19	19	19	19	19
Exterior: Height	39	39	39	39	39	39	66	72
Width	29	39	39	55	55	85	30	40
Depth	27	27	27	27	27	27	27	28
CAPACITY (In Cu. Ft.)								
Total	6	8.2	8.82	14.5	14.5	20	13.01	20.0
INTERIOR EQUIPMENT								
Dividers (No.)	2	3	3	4	5	4
Shelves (No.)	4	5
Door or lid shelves (No.)	3	...	3	3	5	...
Baskets (No.)	2	...	4	4	1*	...
Special racks or service trays (No.)	1	1
Light	No	Yes	Yes	Yes	Yes	Yes (2)	No	No
INSULATION								
Kind	—Fiber Glass—							
Thickness: (In Inches)								
Top	3	3	3	3	3	3	4	4
Sides	4	4	4	4	4	4	3 1/4	4
Bottom	4	4	4	4	4	4	4 1/2	4
Door (upright models)	3	4
LIDS OR DOORS								
Outer doors or lids (No.)	1	1	1	1	1	2	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
WEIGHT (Lbs.)								
Net	237	288	288	365	377	557	300	520
Shipping	277	336	336	440	452	642	363	527
PRICE, suggested retail	\$269.95	\$299.95	\$369.95	\$439.95	\$479.95	\$639.95	\$469.95	\$649.95

*Full width.

REFRIGERATION EQUIPMENT

Cooling method: Models UEF-13 and UEF-20, refrigerated shelves; all other models, wrap around

Total sq. ft. of refrigerated surface exposed to food compartment: Model SEF-6, 17.1; SDF-8, 20.0; CEF-9, 21.3; SEF-15, 32.0; CEF-15, 32.0; CEF-20, 49.1; UEF-13, 106

Compressor:

Make: Model SEF-6, Crosley; all other models, Tecumseh

Sealed: Yes

Refrigerant: Models SEF-6, SDF-8, and CEF-9, "Freon-12"; all other models, "Freon-22"

Make of control: Ranco or Citler-Hammer

Accessible for user adjustment: Yes

Location: Models UEF-13 and UEF-20,

Location: Model UEF-13, top of trim; UEF-20, unit comp;

all other models, cabinet top, rear

Condenser: Type

Finned: Yes

Forced convection: Yes

Warning device: Light on all chest models

Anti-sweat provisions around freezer opening: Yes

CONSTRUCTION AND FINISH OF

Cabinet: Steel, baked enamel

Interior liner: UEF-13, porcelain; UEF-20, aluminum; all other models, baked enamel

PROTECTION PLAN

Warranty: One year warranty all parts; 4 additional years on sealed-in mechanism

Food insurance: Optional

SPECIAL FEATURES

All models include push bar latch.

All custom models also feature self-rising lid and lid shelves.

McCall

McCall Refrigerator Corp., Hudson, N. Y.

Model No.: F19

Chest or upright type: Upright

Does model have separate freezing section?: No

DIMENSIONS (In Inches)

Interior: Height 49

Width 33

Depth 20

Exterior: Height 72 1/2

Width 41

Depth 31 1/2

CAPACITY (In Cu. Ft.)

Total: 19

INTERIOR EQUIPMENT

Shelves (No.): 3

INSULATION

Kind: Fiberglass, special high density

Thickness: (In Inches)

Top: 4

Sides: 4

Bottom: 4

Door (upright models): 4

LIDS OR DOORS

Other doors or lids (No.): 1

WEIGHT (Lbs.)

Net: 420

Shipping: 515

REFRIGERATION EQUIPMENT

Cooling method: 2 refrigerated plate shelves, plate in top

Compressor:

Sealed: Yes

Location in cabinet: Bottom

Refrigerant: "Freon-22"

Where is control located?: Compressor compartment

Warning device:

Light: Yes

CONSTRUCTION AND FINISH OF

Cabinet: Steel, white dulux

Interior liner: Aluminum

Refrigerated shelves or plates: Aluminum bonded to copper coils

PROTECTION PLAN

Warranty: 1 year on freezer, 5 years on condensing unit (optional)



DEAN
COLD
PLATES

ANY SIZE
ANY SHAPE
MOST METALS

Write for
Technical
Data Book

COLD PLATES FOR: Ice Cream Cabinets, Soda Fountains, Farm Milk Coolers, Farm Freezer Cabinets, Window Displays, Food Counters, Sub-Zero Applications for Industrial chilling.

DEAN PRODUCTS, INC.

1042 DEAN STREET, BROOKLYN 16, N.Y.
STERLING 9-5400

Blendle (Metal Cabinet Co.)

Metal Cabinet Co., 25280 Ryan Rd., Centerline, Mich.

Model No.	URF-15	URF-20
Chest or upright type	Upright	Upright
DIMENSIONS (In Inches)		
Interior: Height	44	44
Width	28 1/2	38 1/2
Depth	20 1/4	20 1/4
Exterior: Height	64	64
Width	35	45
Depth	27	27
CAPACITY (In Cu. Ft.)		
Total	15	20
INTERIOR EQUIPMENT		
Shelves (No.)	3	3
INSULATION		
Kind	Ban Rock blanket, 5 lbs. Density	
Thickness: (In Inches)		
Top	3	3
Sides	3	3
Bottom	3	3
Door (upright models)	3	3
LIDS OR DOORS		
Outer doors or lids (No.)	1	1
Provision for locking?	Yes	Yes
WEIGHT (Lbs.)		
Net	430	510
PRICE, suggested retail	\$485.00	\$585.00
REFRIGERATION EQUIPMENT		
Cooling method	Condenser: Type	
	Finned	Yes
	Forced convection	Yes
	Anti-sweat provisions around freezer opening	Yes
Total sq. ft. of refrigerated surface exposed to food compartment	URF-15, 26; URF-20, 36	
Compressor:		
Make	Tecumseh	
Sealed	Yes	
Location in cabinet	Bottom	
Refrigerant	"Freon-22"	
Make of control	Ranco	
Accessible for user adjustment	Yes	
Location	On bottom runner	
CONSTRUCTION AND FINISH OF		
Cabinet	Heavy gauge steel, Bonderized, baked enamel, white	
Interior liner	Painted metal	
Refrigerated shelves or plates	Painted metal	
PROTECTION PLAN		
Warranty	One year on complete freezer, additional four years on sealed-in mechanism	

"It takes all 6 for perfect Wholesaler-Dealer-User Satisfaction"

Says The LEHIGH TEAM

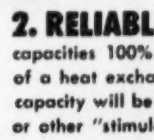


Export Dept.
13 E. 40th St.
New York 16, N. Y.

The fastest growing independent line is Lehigh BLU-COLD. The reasons for this are sound as the line itself.



1. A COMPLETE LINE The Lehigh wholesaler can meet every demand of the dealer. The user has the widest choice of units or complete systems.



2. RELIABLE RATINGS Lehigh BLU-COLD rates capacities 100% by ASRE standards — without the use of a heat exchanger. This is a guarantee that the rated capacity will be delivered on the job without sub-cooling or other "stimulant"



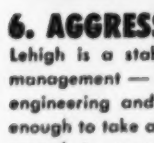
3. HONESTLY HEAVY-DUTY Lehigh units from 1/3 H.P. thru 5 H.P., cataloged as HEAVY-DUTY, are really heavy-duty. Not just by name, but by construction. This includes such heavy-duty features as: REMOVABLE CYLINDER BLOCKS, COMPRESSION AND OIL RINGS, FULL LENGTH CONDENSERS, LARGE PUMP-DOWN CAPACITY RECEIVERS, ADJUSTABLE MOTOR RAILS, SPECIALLY DESIGNED MALLEABLE IRON BASES, etc. (Write for Bulletin H.D.)



4. INTERCHANGEABLE PARTS Lehigh units have the greatest parts interchangeability. Two sets of parts cover all units from 1/3 thru 5 H.P. Reduces inventory — simplifies service — reduces investment.



5. BASIC MATERIALS CONTROL The big, modern all-electric Lehigh foundry produces the finest close grained gray iron castings for BLU-COLD compressors. Lehigh makes more of the components that go into a unit than the majority of refrigeration manufacturers. We pass this advantage to you in many ways.



6. AGGRESSIVE, CAPABLE MANAGEMENT Lehigh is a stable company, young in spirit, aggressive in management — and with an understanding of down-to-earth engineering and selling problems. A company that is small enough to take a personal interest in every customer and large enough to carry out full scale development and engineering programs.

If you sell or use refrigeration — it will pay you to know Lehigh better!

Lehigh BLU-COLD
CONDENSING UNITS and SYSTEMS

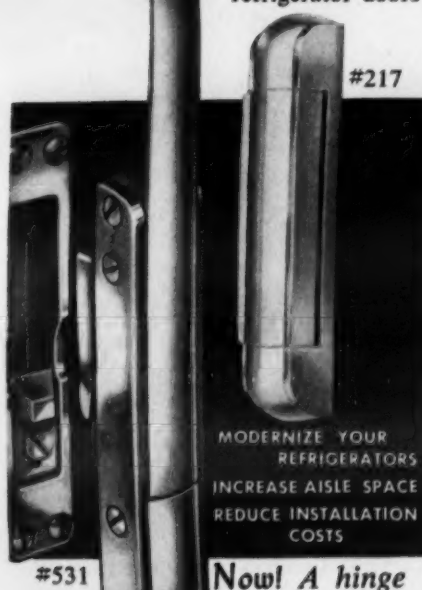
Lehigh Manufacturing Co., Lancaster, Pa.
Division of Lehigh Foundries, Inc.

See your Lehigh jobber for **PAR** REPLACEMENT PARTS

Manufacturers of Malleable and Grey Iron Castings • Refrigerating Equipment • Air Valves • Automatic Vending Machines

A PATENTED PRODUCT OF **KASON** HARDWARE **EDGEMOUNT**

**ADJUSTABLE
HINGE
& LATCH**
for commercial
reach-in
refrigerator doors



MODERNIZE YOUR
REFRIGERATORS
INCREASE AISLE SPACE
REDUCE INSTALLATION
COSTS

#531

Now! A hinge
as well as latch
that is easily adjustable
assures perfect door alignment
positive tension control!

Manufacturers of Refrigerator Hardware
KASON Hardware Corporation
127-137 Wallabout Street • Brooklyn 6, N. Y.

Esco

Esco Cabinet Co., West Chester, Pa.

Model No.	CD-1225	CD-1625	CD-2025	CD-2433	CD-3650
Chest or upright type	Chest	Chest	Chest	Chest	Chest
Separate freezing section? ..	Yes	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)					
Exterior: Height*	36½	36½	36½	36½	36½
Width	52	62	75	90	103
Depth	29½	29½	29½	29½	35½
CAPACITY (In Cu. Ft.)					
Total	12.14	15.6	20.1	24.8	36.4
INTERIOR EQUIPMENT					
Partitions (No.)	3	4	5	5	6
Baskets (No.)	2	3	4	3	4
Light	Yes	Yes	Yes	Yes	Yes
INSULATION					
Kind	High Density Fiberglas				
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	1	2	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes
*Height to top of cabinet wall is only 33½ in.					
REFRIGERATION EQUIPMENT					
Cooling method:					
Wrap around	Yes				
Compressor:					
Make	Copeland, Kelvinator, Tecumseh				
Sealed	Yes				
Location in cabinet.....	Lower left end				
Refrigerant	"Freon"				
Control accessible for user	Yes				
adjustment?	Yes				
Location	Left end				
Condenser: Type					
Finned	Yes				
Forced convection	Yes				
Warning device:					
Light	Yes				
CONSTRUCTION AND FINISH OF					
Cabinet.....	Zinc coated, Bonderized steel, white baked enamel finish				
Interior liner.....	Zinc coated, Bonderized steel, Ice Blue baked enamel finish				
PROTECTION PLAN					
Warranty.....	One year on complete equipment. 5-year replacement plan on sealed unit				
Food insurance.....	Included in list price				
SPECIAL FEATURES					
Convenient baskets glide on stainless steel track, sharp freeze section in left end of all models. Fast freeze fan available on models CD-2433 and CD-3650.					

Home Freezer Specifications

Maytag

The Maytag Co., Newton, Iowa

Model No.	8C	14C	121U	181U	25U
Chest or upright type	Chest	Chest	Upright	Upright	Upright
DIMENSIONS (In Inches)					
Interior: Height	29½	29½	47½	47½	52½
Width	29½	48½	26	35½	41
Depth	18½	18½	17½	19	20½
Exterior: Height	36	36	66½	66½	71
Width	37½	56	34	43½	49
Depth	31	29½	28½	30½	40½
CAPACITY (In Cu. Ft.)					
Total	8	14	12	18	25
INTERIOR EQUIPMENT					
Partitions (No.)	2	3
Shelves (No.)	3	3	3
Baskets (No.)	2	4
Light	Yes	Yes	No	No	No
Thermometer	Yes	Yes	Yes	Yes	Yes
INSULATION					
Kind	Fiberglas				
Thickness: (In Inches)					
Top	1½	1½	3½	3½	3½
Sides	3½	3½	3½	3½	3½
Bottom	3½	3½	3½	3½	3½
Door (upright models)	4½	4½	4½
LIDS OR DOORS					
Provision for locking?	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	250	325	310	380	451
Shipping	295	371	359	436	517
PRICE, suggested retail	\$279.50	\$399.50	\$499.50	\$599.50	\$699.50
REFRIGERATION EQUIPMENT					
Cooling method:	Wrap around				
Compressor:	Make Tecumseh				
Sealed	Yes				
Location in cabinet	Base				
Refrigerant	Model 8C, "Freon-12"; all others, "Freon-22"				
Make of control	Ranco				
Accessible for user	Yes				
Location	Models 8C and 14C, front control panel; all others, inside base				
Condenser: Type	Finned				
Forced convection	Yes				

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave., N., Minneapolis 1, Minn.

Model No.	208	215	221	1300	1900
Chest or upright type	Chest	Chest	Chest	Upright	Upright
DIMENSIONS (In Inches)					
Interior: Height	21¾	29¾	29¾	39%	50%
Width	29%	49¾	67	27%	27%
Depth	20½	20½	20½	20%	23%
Exterior: Height	38¾	38¾	38¾	57%	68%
Width	37	56½	74¾	34	34
Depth	27%	27%	27%	27%	30%
CAPACITY (In Cu. Ft.)					
Total	8.2	15.6	21.8	13.18	19.16
INTERIOR EQUIPMENT					
Partitions (No.)	1	2
Shelves (No.)	2	3	3	4
Baskets (No.)	1	2	3
Light	Yes	Yes	Yes
INSULATION					
Thickness: (In Inches)					
Kind	Fiberglas 513			Fiberglas PF 513	
Top	2	2	2	3	3
Sides	3	3	3	3	3
Bottom	3	3	3	4	4
Door (upright models)	3	3
LIDS OR DOORS					
Outer doors or lids (No.)	1	1	2	1	1
Provision for locking?	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	263	355	455	325	395
Shipping	321	470	579	400	470
PRICE, suggested retail	\$299.00	\$499.00	\$599.00	\$517.50	\$629.50
REFRIGERATION EQUIPMENT					
Cooling method	Model 208 and 215, wrap around; model 221, serpentine; 1300 and 1900, serpentine on top and bottom of inner tank plus 3 plates and 4 plates, respectively				
Total sq. ft. of refrigerated surface exposed to food compartment	Model 208, 14.6; 215, 23.6; 221, 30.5; 1300, 29.9; 1900, 38.5				
Compressor:					
Make	Tecumseh				
Sealed	Yes				
Location in cabinet	Models 1300 and 1900, bottom				
Refrigerant	Model 208, "Freon-12"; all others, "Freon-22"				
Make of control.....	Cutler-Hammer				
Accessible for user adjustment	Yes				
Location	Models 1300 and 1900, unit comp't.; all others, back of cabinet				
CONDENSER: Type					
Finned					
Natural convection.....					
all others, forced convection					
Warning device					
Anti-sweat provisions around freezer opening					
CONSTRUCTION AND FINISH OF					
Cabinet					
Interior liner					
Refrigerated shelves or plates					
Electroplated, models 1300 and 1900					
PROTECTION PLAN					
Warranty					
cabinet plus 4 years on sealed compressor body					
Food insurance					
5 yrs., included in price					
SPECIAL FEATURES					
Counterbalanced, adjustable hinges; alarm, battery operated; sealed insulation; floor leveling posts; full opening door; recessed toe space.					

REVERE

DRYSEAL REFRIGERATION TUBE HAS A "FLARE" FOR NOT SPLITTING!

It's not just a flare, it's practically a certainty that you can flare Dryseal for compression fittings without splitting. The secret is its special temper and its ductility. And because it is dead-soft Dryseal can be bent with the hands with little effort. Along with its workability is the assurance that when you take Dryseal from the carton it will be as bone-dry and dirt-free as Revere's most modern manufacturing methods can make it. The last step in the manufacture of Dryseal is the double crimping of both ends of the tube, so that Dryseal is sure to come to you free from dirt and moisture. And the double crimp is made in such a way as not to change the diameter of the tube so that it can pass through any opening large enough for the tube itself. And, for your greater convenience, Dryseal is packed in a fifty-50, one-coil carton. This carton has been attractively designed for easy identification in stock and contains one 50-foot coil of Dryseal Refrigeration Tube, making it easier to handle, light weight and economical. Carton is sturdily made to assure protection of the tube.



REVERE
COPPER AND BRASS INCORPORATED
Founded by Paul Revere in 1801
230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.
Sales Offices in Principal Cities, Distributors Everywhere
SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION EVERY SUNDAY

Howard

Howard Refrigeration Co., Inc., 4745 Worth St. Philadelphia, Pa.

Model No.	C-14	C-20	C-30	F-10	F-15	F-18
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright

DIMENSIONS (In Inches)						
Interior: Height	28	28	28	48	45	48
Width	53	64	94	20	32	32
Depth	18½	22	22	19	19½	19½
Exterior: Height	36	36	36	64	63	69
Width	60	72	101	25½	38	38
Depth	25½	29	29	29	28½	28½

CAPACITY (In Cu. Ft.)						
Total	14	20	30	10	15	18

INTERIOR EQUIPMENT

Partitions (No.)	4	4	5
Shelves (No.)	3*	3*	4*
Door or lid shelves (No.)	3	3	4
Baskets (No.)	2	3	4
Drawers (No.)	2
Light	Yes	Yes	Yes

INSULATION

Kind	High Density Fiberglass Sheets					
Thickness:						
Top	3	3	3	3½	3½	3½
Sides	3½	3½	3½	3½	3½	3½
Bottom	3½	3½	3½	3½	3½	3½
Door (upright models)	3	3	3

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2
Provision for locking?	YES

WEIGHT (Lbs.)

Net	275	450	650	250	290	405
Shipping	325	520	750	300	350	480

*Plus Floor.

REFRIGERATION EQUIPMENT

Cooling method:	C-30, front. All upright models: exposed in compressor compartment					
Wrap around.....	On models C-14, C-20, and C-30					
Other.....	Refrigerated plate shelves and top and bottom on models F-10, F-15, and F-18					
Total sq. ft. of refrigerated surface exposed to food compartment.....	Model C-14, 28; C-20, 40; C-30, 55; F-10, 17; F-15, 20; F-18, 24					
Compressor:						
Make	Tecumseh					
Sealed	Yes					
Location in cabinet	Chest models, lower left end; upright models, bottom					
Refrigerant	"Freon-22"					
Make of control	Ranco					
Accessible for user adjustment?	Yes					
Located	Model C-14, rear; model C-20, front; model					

Condenser: Type Finned
 Forced or natural convection. Models F-15 and F-18, forced; models C-14, C-20, C-30, and F-10, natural
 Warning device Light
 Anti-sweat provisions around freezer opening? Yes

CONSTRUCTION AND FINISH OF
 Cabinet.....All steel welded white baked enamel finish
 Interior liner.....Aluminum

PROTECTION PLAN
 Warranty.....5 yrs. on compressor
 Food insurance.....2 yrs.

SPECIAL FEATURES
 Table top on C-14, signal light.
 Direct contact freezing on all sides of uprights.

King

King Refrigerator Corp., 76-02 Woodhaven Blvd., Glendale 27, L. I., New York

Model No.	452	95B	12B	UP12
Chest or upright type	Chest	Chest	Chest	Upright
Separate freezing section?	No	No	Yes	No

DIMENSIONS (In Inches)				
Interior: Height	19½	19½	30½*—15½†	43½
Width	20½	44½	29½*—15½†	22
Depth	17½	17½	17½	20½
Exterior: Height	36	37	37	60
Width	27	51	51	28
Depth	27	28½	28½	28½

CAPACITY (In Cu. Ft.)				
Total	4	9	12	11.4
Freezing compartment(s)	2½
Storage compartment(s)	4	9	9½	11.4

INTERIOR EQUIPMENT

Partitions (No.)	1
Shelves (No.)	3
Baskets (No.)	1	2	2
Light	No	No	No	Yes

INSULATION

Kind	Spun Mineral Wool Felt or Fiberglass			
Thickness (In Inches)				
Top	3	3	3	3
Sides	3	3	3	3
Bottom	3½	3½	3½	3½
Door (upright models)	3½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1
Provision for locking?	No	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	165	270	315	310
Shipping	195	335	365	345

PRICE, suggested retail \$229.95 \$324.95 \$429.95 \$459.95
 *Storage—†Fast Freeze.

REFRIGERATION EQUIPMENT

Cooling method:	Forced or natural convection			
Model UP12, top, bottom, shelves	Forced.....Models 12B and UP12			
Other models, wrap around	Natural.....Models 452 and 95B			
Total sq. ft. of refrigerated surface exposed to food compartment.....	Model 452, 10.6; 95B, 16.5; 12B, 26.6; UP12, 24			
Compressor:				
Make	Tecumseh			
Sealed	Yes			
Location in cabinet	Bottom			
Refrigerant.....Models 452 and 95B,	"Freon-12"; models 12B and UP12, "Freon-22"			
Make of control.....Ranco				
Accessible for user adjustment	Yes			
Location.....Model UP12, bottom front				
Other models, corner—rear wall				
Condenser: Type				
Finned	Yes			

CONSTRUCTION AND FINISH OF
 Cabinet and interior liner.....Welded steel—baked Dulux enamel over Bonderite

Refrigerated shelves or plates Aluminum

PROTECTION PLAN
 Warranty.....Five years on hermetic unit—one year on cabinet and controls

SPECIAL FEATURES
 Narrow depth—can be installed through small opening. Upright has deep-well for irregular or bulky packages.

Thrifty Freezers (Thor)

Thor Corp., 2115 S. 54th Ave., Chicago, Ill.

Model No.	2000	2001	2002	2004	2005
Chest or upright type	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	No	No

DIMENSIONS (In Inches)

Interior: Height	48½	48½
Width	24½	24½
Depth	23½	23½
Exterior: Height	36	36	36	59½	64
Width	44½	64	89	30½	30½
Depth	27½	27½	27½	23½	31½
	31½*	31½*	31½*

*With hardware.

CAPACITY (In Cu. Ft.)

Total	9	15	22	11	15
Freezing compartment(s)	2.5	2.5	2.5

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Shelves (No.)	4	4
Door or lid shelves (No.)	3	3
Baskets (No.)	1	2	3	1
Special racks or service trays (No.)	1	1	1
Light	Yes	Yes	Yes	No	No

INSULATION

Kind	Fiber Glass				
Thickness: (In Inches)					
Top	3	3	3	3	3
Sides	3½	3½	3½	3	3
Bottom	4	4	4	3	3
Door (upright models)	3	3

LIDS OR DOORS

Provision for locking?	Yes	Yes	Yes	Yes	Yes
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WEIGHT (Lbs.)

Net	282	360	484	275	350
Shipping	326	436	593	320	420

REFRIGERATION EQUIPMENT

Cooling method Models 2000 and 2001, wrap around; all others, coil and fin type evaporator in shelves

Compressor: Make Tecumseh
 Sealed Yes

Refrigerant Models 2001 and 2002, "Freon-22"; all others, "Freon-12"

Make of control Ranco
 Accessible for user adjustment Yes

Location Models 2004 and 2005, top breaker strip; all others, grill

Condenser: Type Finned.....Models 2002, 2004, 2005

Wrap around.....Models 2000, 2001

Warning device.....Light on models 2000, 2001, 2002

Anti-sweat provisions around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet DuPont Dulux finish on Bonderized steel

Interior liner Welded seams, Bonderized steel

PROTECTION PLAN

Warranty 5-year compressor warranty

Food insurance 5 yrs., included in price

USE THE COUPON!

For "easy-to-get" product information... use coupon in the "Information Center" form.

ESCO Freezers Sell on Facts

Show Them Why and They Will Buy!

ESCO FREEZERS ARE:

- Strongly advertised
- Backed by colorful descriptive literature
- Backed by over twenty-five years of "know-how"

COMPLETELY NEW:

- Beautiful icy-blue interior
- Finger-tip latch, with lock
- Automatic interior light
- Bevelled breaker strip
- Easy-lift lid, counterbalanced outside with spring-type hinges
- Baskets that glide on a stainless-steel track
- Always visible green light to signal "all's well"

Alert dealers everywhere are cashing in on the strong acceptance of Esco Freezers by customers that demand real value—at reasonable cost. Esco Freezers sell because they're styled right, built right and priced right.

Esco Freezers come in 5 handsome models suitable for any needs—12, 16, 20, 24 and 36 cu. ft. Size for size—dollar for dollar—Esco Freezers give both you and your customer more for the money!

Dealer inquiries invited. Send for literature and prices today!

ESCO CABINET COMPANY
 West Chester, Pa.

What's New

When requesting further information on new products, please use "Information Center" form.

Snap-Around Volt-Amp Tester Is Offered at \$19.85



KEY NO. C-540

LYNBROOK, N. Y.—The "Amprobe Junior," a new snap-around volt-amp tester, is now being introduced by the Pyramid Instrument Corp. The Junior sells for \$19.85, including voltage test leads. The pocket tester does a complete testing job.

"The Amprobe Junior is a snap-

around ammeter which measures current instantly without shutdowns or ammeter connections," the company explained. "It is a voltage meter which gives an accurate voltage reading without guesswork on a full-size 1.8 in. calibrated scale. Accuracy for both amperage and voltage is plus-or-minus 3% of full scale.

"To measure current without ammeter connections, snap the trigger-operated jaws around one conductor (insulated or uninsulated) and you have your reading. To measure voltage, plug the test leads into instrument and clip to load."

The customer can choose the range that fits his particular job: Model "10": 0-10 amps a.c.; 0-125/250 volts a.c. Model "25": 0-25 amps a.c.; 0-125/250 volts a.c. Model "50": 0-50 amps a.c.; 0-125/250 volts a.c. Model "100": 0-100 amps a.c.; 0-125/250 volts a.c.

Other announced features include: 3 in. d'Arsonval high-torque movement with Alnico 5 magnet; probe jaws completely insulated, and tapered for "hard to get at" wires; dovetail transformer joints; pocket-sized, shaped, and balanced for one-hand trigger operation; high-visibility no-rim window; safe to use (3,000 volts breakdown test); safety-type voltage test leads.



22-Cu. Ft. Upright Tops Servel Freezer Line

KEY NO. C-541

EVANSVILLE, Ind.—An upright home freezer with nearly 22 cu. ft. of storage space has been developed by Servel, Inc. as the top-of-the-line companion to its 11 and 15-cu. ft. vertical freezers which were introduced earlier this year.

Suggested retail price of the new model VF-223 is \$689.50.

Gordon Malone, sales manager of Servel's home freezer division, said that the new model offers 20 cu. ft. of frozen food capacity and will hold 700 lbs. of food in its freezing area. In addition, nearly 2 cu. ft. of dry storage space has been provided in a tilt-out bin at the bottom of the cabinet.

Servel also is marketing chest-type

home freezers of 9, 15, and 22-cu. ft. capacities.

According to Malone, Servel's "unique" food plan will apply to the new freezer. Purchase of this model will enable the housewife to save 25% on any selection of food worth \$200 at any retail store of her own choice, he said.

Features embodied in the new model include rounded interior corners for cleanliness; trigger-action latch with built-in lock; a special juice shelf at the top; four "freeze-

plate" shelves of aluminum and a completely aluminum interior, and a signal light indicating that refrigeration is in the proper freezing zone.

The unit has a ½ hp. hermetically-sealed freezing unit and "cold-seal" construction. The interior is trimmed with icicle blue and gold.

"Despite its large food storage space, the unit is easy to install," Servel said. "The door may be lifted off, permitting the freezer to be moved through an opening as small as 21 in. wide."

Electric Timer for Appliances Requires No Resetting



KEY NO. C-542

CHICAGO—An electric timer that turns home appliances on and off automatically at the exact desired time day after day, without resetting, is being marketed by International Register Co. here.

Called the "Time-All," this new timer is said to be unique in that it does not have to be reset after each time cycle has been completed, and because it can be used to control almost any electrical appliance or light.

Portable and lightweight, the Time-All makes it possible to wake up to music, to defrost the refrigerator daily, to have radio and TV programs turned on automatically, to have coffee ready immediately upon arising and to regulate many work-saving appliances without the home-maker's supervision.

Since most schedules have to be altered sometimes—on weekends or holidays—the Time-All has a manual switch for turning the appliance on or off, as the case may be, when the daily schedule is to be interrupted. When the schedule is to be resumed,

the manual switch is used again, but it is not necessary to reset the dial.

According to the company, the Time-All can be connected to almost all home appliances: washing machines, electric fans, roasters, outdoor lights, dehumidifiers, flowerbox lights, heating pads, baby bottle warmers, vaporizers, wake-up lights for the hard of hearing, etc. It can also be used for display lights in store windows and animated displays.

The timer is 5 in. wide, 4 in. high, 2½ in. deep, and has a 6 ft. cord. It has an easy-to-read dial and a gray plastic case, and can be placed on a table, counter, or any convenient place near the appliance or lamp with which it is being used—or it can be hung on the wall.

It weighs less than 2 lbs.; operates on 110-125 volts, a.c. only. Minimum on or off time is one hour; maximum on or off time is 23 hours. Any desired period of time in between is possible, for the appliance to be on or off.

Suggested retail price is \$10.95.

FOGEL "VEGMART"

The Case that Meets the Needs of the Neighborhood Store
A COMPLETE PRODUCE DEPT. IN ONE CASE



FITS THROUGH AVERAGE DOOR

UNITIZED OR REMOTE READY TO OPERATE

Removable 5" Bin Extension
Dealers! CASH IN ON THIS FAST-SELLING EXCLUSIVE FOGEL CREATION!

2 More Fogel Exclusives

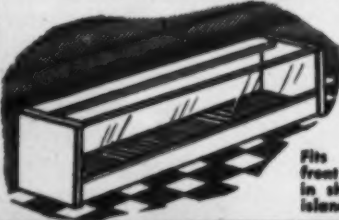
FORMICA COUNTER TOP



ANGLE VISION FROZEN FOOD Merchandiser

Fits in space-cramped stores where no other freezer can fit.

SELF-SERVICE "ADAPTO"



22" H
88" or 112" L
20½" D

Fits in window, in front of meat case, in shelving — or as island case on legs.

Check These Important Features:

- REFRIGERATED! Refrigerated drip on vegetables at regular intervals keeps vegetables crisp and fresh
- Mirrored Top Deck for Massive Fruit Display
- Bottom Potato-Onion Bins with Built-in Bag Shelves
- Removable Ends Make It Expandable by Adding Inexpensive Baffle
- Can Be Converted to Dairy or Combination Case
- Brings Fast-selling Superette Service to the Neighborhood Store

Dealers Choice:

Fogel offers dealers a complete line highlighted by exclusive models especially designed for space-cramped stores. They open up a new unsaturated market, give you high profits, eliminate trade-in problems. The Fogel franchise protects your sales efforts by protected territory—stimulates leads through national consumer advertising.

**A Complete Line of Frozen Food Cases
Over 101 Models to Meet Every Need**

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REFRIGERATOR COMPANY

Manufacturers of Quality Commercial Refrigeration Since 1899

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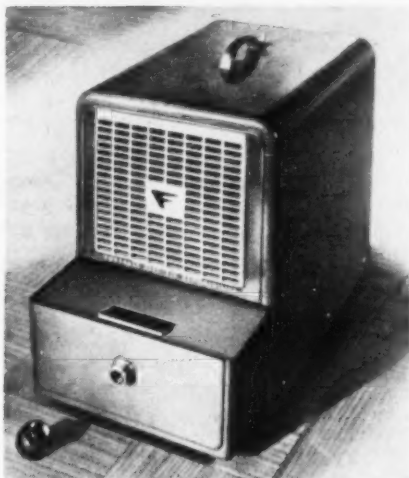
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What's New (Cont.)

Fresh'nd-Aire Adds New Features to Dehumidifier



KEY NO. C-543

CHICAGO—J. W. Alsdorf, president of Cory Corp., has announced the introduction of a new, improved Fresh'nd-Aire portable electric room dehumidifier.

This 1953 model is now in volume production at the new Grayslake, Ill., plant of the Fresh'nd-Aire Co., a division of Cory Corp.

Improvements in the model include an on-off toggle switch located atop the cabinet and a larger "In-A-Drawer" container, which catches the water and also serves as an emptying unit.

"This In-A-Drawer has a comfortable gripper-edge on the emptying slot so it is easy to carry," Alsdorf pointed out. "The container is constructed of glass fiber and consequently is light and easy to handle as well as being resistant to rust and moisture."

The knob on the front of the In-A-Drawer unscrews so, if desired, an ordinary garden hose can be attached and run to a floor drain.

Price of the dehumidifier is \$139.95, compared to \$149.95 for the previous model.

The unit measures 17 1/4 in. high by 11 1/4 wide by 18 1/2 in. long, weighs 52 lbs., and has a handle for carrying.

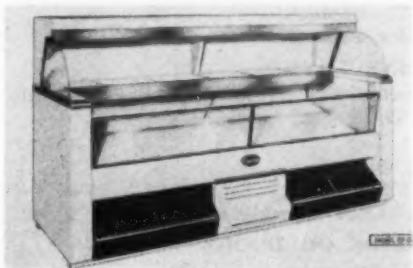
In case the user wants his unit to operate only during certain hours of the day or night, a new Fresh'nd-

Aire automatic timer also is now available.

In addition, a steel dehumidifier dolly complete with four swivel casters is available. It can be used to roll the unit from place to place. Both of these items are accessories obtainable at slight additional cost.

This new model D750A dehumidifier is claimed to control moisture in areas up to 10,000 cu. ft., removing up to 3 gal. of moisture from the air every 24 hours.

The model has a 1/2-hp. condensing unit which draws 200 watts. It is designed to be used with 115-volt, 50/60-cycle a.c. only.



National Announces New Line of Produce Cases

KEY NO. C-544

ROYAL OAK, Mich. — National Market Equipment Co. here has announced the introduction of a new line of refrigerated produce display cases.

Models in the line include one with canopy-type superstructure, an all-glass top 'wrap-around' type, and an open-deck unit without superstructure of any kind, readily accessible from either side.

Among the basic new features of the National cases are automatic defrosting; fully-adjustable, tilting display shelves; and removable lower bins for dry-item storage. The sectionally-divided top shelf provides for citrus fruit display. Exterior finish is white baked enamel, with porcelain finish display shelves.

The cases are manufactured in standard 8-ft. lengths.

Special Shelf Permits Individual Quick Freezing



CORONATION CUSTOM CLASSIC model of Freez-Aire's upright home freezer which has 18-cu. ft. capacity.

KEY NO. C-545

LOS ANGELES—Introduction of a new upright home freezer with a forced air circulation system claimed to eliminate frost on foods and interior of the cabinet has been announced by Freez-Aire Corp. of America here.

There are two models in the Freez-Aire "Frostless" line, each having a capacity of 18 cu. ft.

The forced air system of cooling, besides preventing frost on foods and interior, also incorporates automatic defrosting of the blower coil, located below the storage compartment.

The more expensive Coronation Custom Classic model also features a special I.Q.F. (individual quick freezing) shelf which "eliminates the



CLOSE-UP VIEW of the Individual Quick Freezing shelf where foods can be frozen separately. Foods thus frozen do not need to be thawed or broken up before cooking.

necessity of pre-packaging and permits full dimension freezing without dehydration," the company further states.

"As in the case of peas, which are individually frozen, then later stored conveniently loose and free flowing in containers for individual mealtime requirements, this eliminates the necessity of having to break up an otherwise frozen solid mass, or soaking in water before cooking—a boon to the housewife," the company explains.

Proposed retail price of the Coronation Custom Classic model is \$699.50. The Frost-O-Matic Deluxe is priced at \$639.50.

First public showing of the new freezer line was held at the San Diego Spring Festival of Electrical Appliances.

Officials of the Freez-Aire firm include L. E. Heifetz, executive vice president; E. W. Franklin, vice presi-

dent in charge of production, and William H. Pyatt, director of sales. George Overton heads the engineering staff.

Both models employ a 1/2-hp. Kelvinator hermetic unit using "Freon-22."

Unit and blower coil are located in bottom compartment of the freezer, the air being delivered to the storage space through "jet" outlets located between shelves on the side of the cabinet liner.

Over-all dimensions of both models are 69 1/2 in. high, 38 in. wide, and 31 in. deep, including the door.

Three removable aluminum shelves are provided in each model. Shelves are adjustable in the Coronation model, and one in the latter is the special I.Q.F. shelf. This model also has a sliding aluminum drawer bin on nylon rollers. The drawer is removable and has a capacity of 4 1/2 cu. ft.

Finish is white Dulux over steel on the exterior of both models. Interior of the Coronation model is Arctic yellow and gold while blue hammer-tone and white feature the Deluxe model interior.

Hardware is chromium plated and includes a self-closing lock, removable pin type hinges, and a key lock. Insulation of the cabinet is provided by 4 in. of glass fiber over-all.

Warning and operating lights are provided at eye level in the door, and the accessible dial control is also at eye level.

Following the San Diego showing, at which orders in excess of a quarter million dollars were booked, according to Freez-Aire officials, the company is now tooling for early deliveries and will shortly release exact schedules, it was announced by the firm.



More beer sold from every keg with Beverage-Air DRAFT SYSTEMS

It's a fact! Thousands of satisfied users over the country are claiming 20 to 30 more glasses of beer from each keg with Beverage-Air Draft Systems ... more and more breweries are selecting Beverage-Air equipment for use in visitor's rooms and at trade conventions.

Why? Because Beverage-Air Draft Systems are designed to eliminate waste through ...

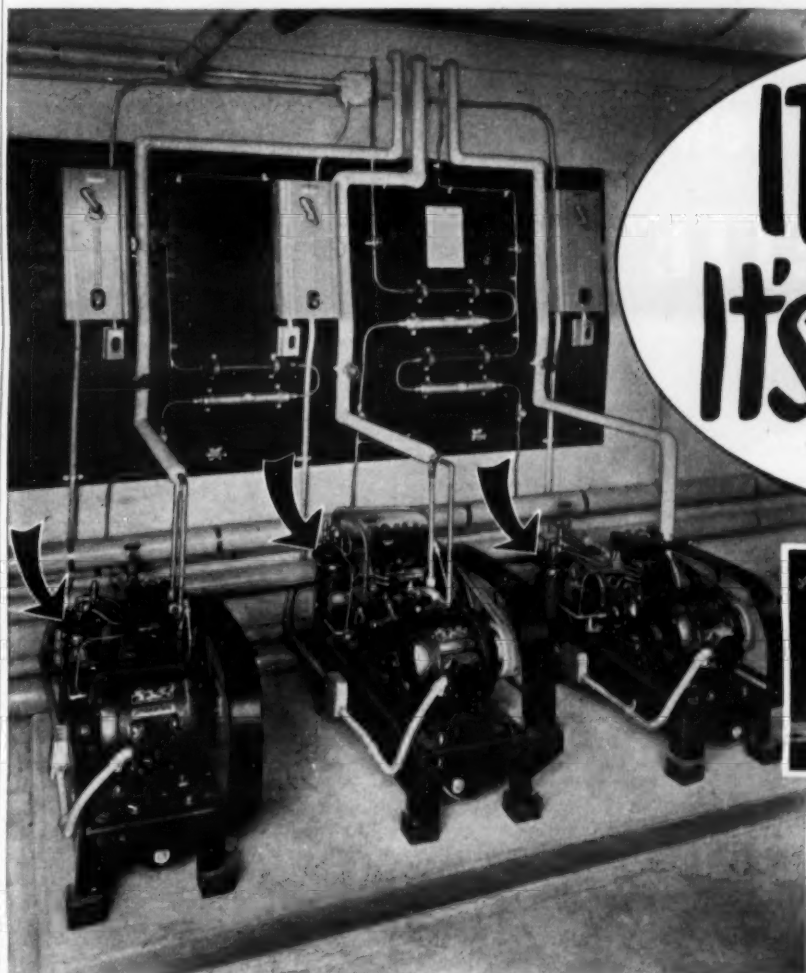
- Patented "air-conditioned" faucets that keep the beer cooled to the correct serving temperature ... never any wild, warm or stale beer.

- Unrestricted, one-size flow lines and tap rods assure a smooth even flow of beer ... less than 1 oz. of beer contained in the lines from the faucet tip to the keg, the perfect storage place.

With these economy features, Beverage-Air installations pay for themselves in no time at all.

WRITE TODAY FOR COMPLETE INFORMATION ON BEVERAGE-AIR EQUIPMENT AND DIRECT MAIL LITERATURE FOR MAILING TO YOUR CUSTOMERS.

THE PUNXSUTAWNEY COMPANY
PUNXSUTAWNEY, PA.



IT'S NEW!
It's modern!



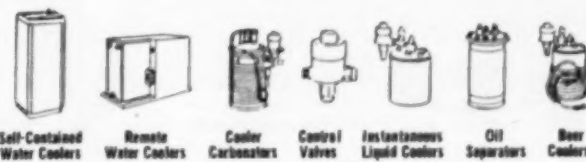
One of the most modern schools in America is the new Clara Bryant Junior High School in Dearborn, Michigan.

Three condensing units supply refrigeration needs for the school's cafeteria and drinking water fountains throughout the building.

★ **...and TEMPRITE Oil Separators are on the job!**

- ★ Temprite Oil Separators keep oil in the compressor and away from the evaporator and condenser walls.
- ★ Oil-free coils permit the refrigerant to boil at its true boiling point in evaporator, condensing at the proper temperature in the condenser.
- ★ Lower temperatures easily reached and compressor operating time held to a minimum. Power and water consumption is held to a minimum.
- ★ Compressor crank case oil level remains constant, eliminating danger of scored compressor parts.

Temprite



PRODUCTS CORPORATION ★ BIRMINGHAM, MICHIGAN

TEMPRITE PRODUCTS CORP.
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Home Freezer Specifications

Marquette

Marquette Appliances, Inc., 307 E. Hennepin Ave., Minneapolis, Minn.

Model No.	9C	15C	22C	11AV	155AV
Chest or upright type	Chest	Chest	Chest	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	No	No

DIMENSIONS (In Inches)

Interior: Height	26 1/2	26 1/2	26 1/2
Width	35	56	81
Depth	19 1/2	19 1/2	19 1/2
Exterior: Height	36	36	36	59 1/2	64 1/2
Width	44	64	89	30 1/2	30 1/2
Depth	27 1/2	27 1/2	27 1/2	26 1/2	31 1/2

CAPACITY (In Cu. Ft.)

Total	9	15	22	11	15
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INTERIOR EQUIPMENT

Partitions (No.)	1	1	1
Shelves (No.)	4	4
Door or lid shelves (No.)	3	3
Baskets (No.)	1	2	3	1	1
Dividers	1	2	3
Special rack or trays (No.)	1	1	1
Light	Yes	Yes	Yes	No	No

INSULATION

Kind	Hi Density Fiberglas				
Thickness: (In Inches)					
Top	2 1/2	2 1/2	2 1/2	3	3
Sides	3	3	3	3	3
Bottom	4	4	4	3	3
Door (upright models)	2 1/2	2 1/2

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	1	1
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	342	470	605	330	420
-----	-----	-----	-----	-----	-----

PRICE, suggested retail	\$329.95	\$419.95	\$549.95	\$389.95	\$499.95
-------------------------	----------	----------	----------	----------	----------

REFRIGERATION EQUIPMENT

Cooling method 11AV and 155AV, shelves; all others, wrap around

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet 11AV and 155AV, bottom rear; all others, lower left

Refrigerant 9C and 11AV, "Freon-12"; all others, "Freon-22"

Make of control Ranco

Accessible for user

adjustment Yes

Location 11AV and 155AV, top front; all others, lower left

Condenser: Type

Finned Model 22C

Wrap around All other models

Anti-sweat provisions around

freezer opening On models

22C, 11AV, and 155AV

CONSTRUCTION AND FINISH OF

Cabinet Steel, Bonderized, Dulux enamel

Interior liner Steel, Bonderized, Dulux Enamel

PROTECTION PLAN

Warranty One year on entire cabinet plus 4 years on unit

SPECIAL FEATURES

Counterbalanced lid on all chest models.

Quicfrez

Quicfrez, Inc., Fond du Lac, Wis.

Model No.	Q42A	QU201A	Q9C	Q132C	Q168C	Q20C
Chest or upright type	Upright	Upright	Chest	Chest	Chest	Chest
Separate freezing section?	No	No	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	28 1/2	50	28	28	28	28
Width	17	40	34	46	57	69
Depth	16 1/2	18 1/2	20 1/2	20 1/2	20 1/2	20 1/2
Exterior: Height	38 1/2	70 1/2	36	36	36	36
Width	24	48	41	53	64	76
Depth	28	29	27 1/2	27 1/2	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Total	4.2	20	9	13.2	16.8	20
Freezing compartment(s)	2.2	2.2	2.2	2.2
Storage compartment(s)	6.8	11	14.6	17.8

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2	2
Shelves (No.)	3	3
Door or lid shelves (No.)	...	3
Baskets (No.)	1	2	2	2
Special racks or service trays (No.)	1	1
Light	No	No	Yes	Yes	Yes	Yes
Thermometer	No	No	Yes	Yes	Yes	Yes
Ice cube trays (No.)	No	No	...	Accessory

INSULATION

Kind Inorganic Wool — Fiberglas or Rock Wool —

Thickness: (In Inches)						
Top	3 1/2	4	2 1/2	2 1/2	2 1/2	2 1/2
Sides	3 1/2	4	3 1/4	3 1/4	3 1/4	3 1/4
Bottom	4	3 1/2	3 1/4	3 1/4	3 1/4	3 1/4
Door (upright models)	3	4

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	...	444	330	330	367	438
Shipping	175	500	355	390	475	535

PRICE, suggested retail* \$197.50 \$324.95 \$429.95 \$489.95 \$579.95

*F.O.B. factory.

REFRIGERATION EQUIPMENT

Cooling method QU201A, refrigerated plates and shelves; all others, wrap around

Condenser: Type QU201A, finned; Q42A, stack; all others, wrap around

Total sq. ft. of refrigerated surface exposed to food

compartment Q42A, 11; QU201A, 37.8; Q9C, 23; Q132C, 29.4; Q168C, 35.2; Q20C, 41.6

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Upright

models, bottom rear; chest

models, right hand end

Refrigerant Q42A, "Freon-12"; all others, "Freon-22"

Make of control Ranco or

Cutler-Hammer

Accessible for user

adjustment Yes

Location Q42A, bottom

breaker; QU201A, In unit com-

partment cover; all others,

front of cabinet

QU201A, finned;

Q42A, stack; all others, wrap

around

Model QU201A, forced convection

Model Q42A, natural convection

Anti-sweat provisions around

freezer opening On model Q42A

CONSTRUCTION AND FINISH OF

Cabinet Steel—Hi-bake synthetic

enamel

Interior liner Model QU201A,

aluminum; all others, steel,

Hi-bake synthetic enamel

Refrigerated shelves or

plates Aluminum

PROTECTION PLAN

Warranty Complete freezer, 1

year; condensing unit, 5 years

Food insurance Included in list

price

NOW...the all new FOUNTAINETTE SERIES

by

Everfrost



At last the famous EVERFROST FOUNTAINETTE is available in a complete range of sizes to fit your every need. Fully self-contained, including compressor and carbonator, the Fountainette Series offers a packaged unit ready for immediate operation in a minimum floor space. The Fountainette Series with ice cream capacities of 20, 30 and 40 gallons, has three individual temperature controls providing correct temperatures for 1) Cold storage compartment and syrup bank 2) Plain and carbonated water cooling 3) Ice cream compartments.

Write today for detailed information on the Fountainette Series

EVERFROST SALES, INC.
14815 S. BROADWAY
GARDENA, CALIFORNIA

Some features of EVERFROST—"America's Choice in Fountains"



COOLER-CARBONATOR
The Everfrost Refrigerated Carbonator and Water Cooler assures a plentiful supply of perfectly chilled plain and carbonated water.



DRIPLESS LIDS
Constructed entirely of stainless steel, all ice cream compartment lids are hermetically sealed, moisture-proof and designed to eliminate drippage into the ice cream compartment.



SERIES 90 PUMP
Designed and developed by Everfrost engineering specifically for soda fountain and drink dispensers, the Series 90 Pump provides years of dependable, economical performance.

EVERFROST MANUFACTURES A COMPLETE LINE OF SODA FOUNTAIN AND DRINK DISPENSING EQUIPMENT

'Package Mortgage' Plan Covers 3 Appliances

MINNEAPOLIS—A new "package mortgage" plan under which payments for refrigerators, automatic washers, and ranges can be included with monthly payments on a real estate mortgage is being offered by Twin City Federal Savings & Loan Co. here.

The plan is available for both conventional and GI home loans and can be used with the purchase of an old

or new home and on a loan for new home construction.

Four advantages of the plan were cited: One mortgage takes care of all home financing; payments are uniform during the life of the loan; the interest rate for financing these appliances is the same as for the mortgage; and household budgeting is simplified since only one regular payment is made monthly.



(See Page 49)

Firestone

Firestone Tire & Rubber Co., Akron, Ohio

Model No.	5-A-74	5-A-90	5-A-94	5-A-95	5-A-97
Chest or upright type	Chest	Upright	Upright	Upright	Chest
Separate freezing section?	Yes	No	No	No	Yes
DIMENSIONS (In Inches)					
Interior: Height	31½	41	51	51	30
Width	32½	24	27	37	52½
Depth	21	17½	20	22	20
Exterior: Height	39½	62	70	70	38
Width	39½	31	35	45	60½
Depth	31½	28½	25	27	28
CAPACITY (In Cu. Ft.)					
Total	10	11	16	24	16
Freezing compartment(s)	3.8	2.75
Storage compartment(s)	6.2	13.25
INTERIOR EQUIPMENT					
Partitions (No.)	1	1
Shelves (No.)	4	4	4
Door or lid shelves (No.)	3	3	3
Baskets (No.)	1	1
Special racks or trays (No.)	1
Light	Yes	Yes	Yes	Yes	Yes
INSULATION					
Kind	Fiberglas			
Thickness: (In Inches)
Top	2½	3½	3½	3½	3
Sides	3½	3½	4	4	4
Bottom	3½	3½	3½	3½	3½
Door (upright models)	3½	4	4
LIDS OR DOORS					
Provision for locking?	Yes	Yes	Yes	Yes	Yes
WEIGHT (Lbs.)					
Net	310	330	340	425	240
Shipping	375	400	410	515	420
PRICE, suggested retail					
	\$354.95	\$399.50	\$489.50	\$589.50	\$449.50
REFRIGERATION EQUIPMENT					
Cooling method	Model 5-A-84 and 5-A-97, wrap around; all others, top and bottom of liner and refrigerated shelves	Location 5-A-84 and 5-A-97, left end; all others in bottom panel			
Compressor:		Condenser: Type			
Make	Tecumseh	Finned			
Sealed	Yes	Forced convection			
Location in cabinet	5-A-84 and 5-A-97, left end; all others, bottom	Warning device			
Refrigerant	"Freon-22"	Light			
Make of control	Ranco	CONSTRUCTION AND FINISH OF			
Accessible for user adjustment	Yes	Cabinet			
		All seams welded and sealed. White baked enamel on steel			
		Interior liner			
		Aluminum			
		PROTECTION PLAN			
		Warranty			
		5 yr.			

THE MASTER SERVICE MANUALS — — —

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 BUSINESS NEWS PUBLISHING CO., DETROIT

Why a Heat-Exchanger?

1. Increase overall capacity—reduce running time as much as 20%
2. Cool liquid refrigerant—eliminate flash gas—increase capacity of expansion valve
3. Prevent frost-back
4. Vaporize liquid in suction line

why a Superior heat exchanger...

- ★ Accumulator—assures full vaporization of liquid. External equalizer connection where needed
- ★ Negligible pressure drop—excess restriction would nullify most benefits of a heat exchanger
- ★ High efficiency—copper heat transfer surfaces—maximum capacity per unit size
- ★ Heavy brass shell—sturdy construction—silver solder joints
- ★ Other applications—water cooling, chemical processing

For a more efficient installation—ask your wholesaler for a Superior heat exchanger!

Superior
valve and fittings co.

Pittsburgh 26, Pa.

New Soft-Drink Cans Use Only Half Refrigerator Space Needed for Bottles

NEW YORK CITY—Grocery and supermarket customers in this area found something new in the stores this month—soft drinks in throw-away cans.

National Phoenix Industries, Inc. began marketing ginger ale, root beer, club soda, and "Coola" in both 6 and 12-oz. cans, the tops of which can be pried off with conventional bottle openers. The cans are slightly smaller than the comparative bottles.

Walter S. Mack, president of the company and former president of Pepsi-Cola Co., claims the new packages take up only half the space in refrigerators and on store shelves as do similar-capacity bottles and are considerably lighter. He also points out that customers won't have to make a deposit and then return the empty containers to the store, as they do now with bottles.

The new line is being sold by Centrell & Cochrane Corp., a National Phoenix Industries subsidiary. Three 12-oz. cans were to sell for 29 cents.

Following Up Lead in Plane Cuts Day's Trip to 1½ Hrs.; Bob Got Case Order, Too

BRAINTREE, Mass.—Bob Orrall of E. W. Orrall & Son, commercial refrigeration firm, has a pilot's license and a plane.

The Orralls have made very good use of Bob's plane in the past in making emergency deliveries of service parts. Recently, the plane was used for the first time, to get an order for a new display refrigerator.

The sale came about as the result of a lead forwarded to the firm by Sherer-Gillett Co. of Marshall, Mich. The lead was on a prospect located at Edgartown on Martha's Vineyard, an island off Cape Cod.

Ordinarily, a personal follow-up of a Martha's Vineyard prospect takes a whole day since the trip is made by steamer. However, Bob decided to make a quick trip by plane.

One hour and 30 minutes after leaving Hanover Airport on the mainland he had touched wheels at Edgartown Airport, made the call, and returned to Hanover with a signed order from Herbert Mercier for a Sherer model 3008CS frozen food case.

According to the Orralls, their air service on parts deliveries has so pleased customers that many orders for new equipment has resulted.

Chicago RACCA To Fete Local Groups at Parties

CHICAGO—The Refrigeration & Air Conditioning Contractors Association of Chicago has announced that it will entertain members of various local organizations of the national association at separate parties planned for each group.

"This will give all of the members an opportunity to meet informally with contractors from other sections of the country to exchange industry news and discuss business problems of mutual interest," the association said.

The innovation was launched with a party for the local association from Cleveland at the University Club on Friday, May 15. The Cleveland group planned to fly to Chicago, with most of them remaining for a weekend of sightseeing or visiting.

Other local groups will be entertained at frequent intervals in Chicago. The Chicago group has also indicated its willingness to attend meetings of other local associations.

NCRSA Sales Increase For First '53 Quarter

PHILADELPHIA—First quarter sales and accounts receivable went up while inventories dropped, as compared to last year, members of the National Commercial Refrigerator Sales Association have reported to NCRSA headquarters here.

Total dollar sales in the first quarter were 8.92% ahead of the first quarter of 1952.

On March 31 this year, average inventory of NCRSA members was down 6.5% from the same date last year while accounts receivable were up 12.42%.

Commercial Refrigeration

California Frozen Foods Tests Point Up Results of Mishandling Fruits

ALBANY, Calif.—A series of tests are now being conducted at the Bureau of Agricultural and Industrial Chemistry's western regional laboratory here to help the frozen food industry learn how to market products of top quality.

First findings are that frozen foods have limited tolerance to temperature fluctuations apt to occur enroute from producer to consumer; that early mishandling makes the products extremely sensitive to any later improper handling; and that the tolerance apparently can be used up by a long storage period at good freezing temperatures as well as by a short period under less favorable conditions.

Conclusions reached thus far have been limited to frozen fruits. However, tests are being made on frozen vegetables, such as peas and snap beans, in addition to frozen poultry items.

At the laboratory, frozen foods are subjected to all the conditions they are likely to encounter under commercial handling in an effort to find out at what point the product begins to deteriorate.

The foods are first stored at conventional warehouse temperatures.

Later, the temperature is changed to simulate moving out of the warehouse, loading on refrigerator cars, transporting to wholesale distributors, trucking to retail stores, and storing in refrigerated display cabinets.

Researchers have noted these effects of fluctuating temperatures on fruits:

Brown spots appear on frozen red-sour cherries. As the spots spread, an off-flavor develops.

Sliced peaches, packed in ascorbic acid and sugar syrup, turn brown, too, when mishandled. Brown spots develop on slices exposed to the air and are likely to spread fast if head space is left in the container.

Frozen raspberries first "bleed" into the syrup. Sugar in the syrup may be transferred to the berries, making them mushy, almost white, and flavorless.

Strawberries stored at more than 32° F. are apt to lose much of their Vitamin C and are inclined to lose their color.

Too-high temperatures cause frozen concentrated orange juice liquid and pulp to separate, with the sediment settling in the bottom of the can, she pointed out.



offer your customers a "DOUBLE TAKE"

UP TO 300% SALES INCREASE

Mass displays that place more food varieties within easy reach of the buyer always increase sales volume . . . (as much as 300% according to users' reports.)

UP TO \$210 SAVINGS—EXTRA PROFITS

result from Sherer's patented refrigeration system*. Unit running time is reduced as much as 15% and savings up to \$210.00 annually per 10-foot case result.

*Atomized Air—Directional Flow—Recirculated Air

And so your customers get a DOUBLE TAKE—a double chance for profit and saving that makes it easier for you to sell.



Model 3100CS has a big display capacity for high-profit, fast-moving items.



Model UL3208MB multi-purpose merchandiser for produce or dairy products.



Model UL2710CS reversible-convertible self-serve case that adapts its "4-in-1" convertibility to needs of individual markets.



Model 3008CS frozen food merchandiser with extra capacity and a truly continuous display when two or more are joined.

WRITE FOR COMPLETE FRANCHISE INFORMATION—Find out why Sherer's patented refrigeration system cuts running time and saves up to \$210.00 yearly per 10-foot case.



SHERER-GILLETT CO., Marshall, Mich.

Refrigeration Problems and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Heat to the Condenser

QUESTION:

If a 1-hp. condensing unit operating at a back pressure of 41.7 lbs. is carrying a cooling load of 11,000 B.t.u. per hour, how many B.t.u. of heat units is the condenser giving out?

ANSWER:

Unfortunately, your question did not include information on one vital factor that is necessary in order to give you a fairly accurate answer. That factor is the condensing pressure or temperature. Therefore, the following paragraphs will have to give you answers based on several condensing temperatures and let you choose the one based on the condensing pressure at which the machine referred to in your question is operating.

If the condensing temperature is 70° F. with a corresponding head pressure of 70.1 p.s.i.g., the "heat rejection factor" will be 93.3%. That is, of the total heat disposed of by

the condenser, 95.3% represents the actual cooling load of 11,000 B.t.u. per hour. The remaining 4.9% represents the heat of compression. Therefore, with a 70° condensing temperature, the heat thrown off by the condenser per hour is 11,000 ÷ .953 or 11,540 B.t.u.

The heat rejection factor for an 80° condensing temperature is 95%, so the heat rejected by the condenser is 11,580 B.t.u. per hour (11,000 ÷ .95).

Similarly, the heat rejection factor for 90° condensing is 93.7%, so the heat rejected by the condenser is 11,740 B.t.u. per hour. For 100° condensing, the heat rejection factor is 92.5% and the condenser heat rejection is 11,890 B.t.u. per hour.

CONDENSER HEAT VARIES WITH DISCHARGE AND SUCTION PRESSURES

From the above, it will be noted that the total amount of heat removed by the condenser increases as the condensing temperature and pressure increase, if the evaporator temperature and capacity remain constant.

In this case, the evaporator is 45° F., corresponding to a suction pressure of 41.7 p.s.i.g. (It is assumed

that the refrigerant is "Freon-12." The heat rejection factors of 95.3%, 95%, 93.7%, and 92.5% for condensing temperatures of 70°, 80°, 90°, and 100° respectively, are based on an evaporator temperature of 45° and a suction pressure for "Freon-12" of 41.7 p.s.i.g.

If the evaporator temperature had been lower than 45°, the heat rejection factors would have been greater, resulting in greater total heat rejection of the condenser for a load of 11,000 B.t.u. per hour.

Putting it another way, the heat rejection factor becomes less, and the total heat removed by the condenser becomes greater, the greater is the ratio of compression; that is, for a given load and condensing unit capacity.

SUPERHEATING OF SUCTION GAS

The heat rejection factors used above are based on the suction gas being superheated to 65° by the time it reaches the compressor. The more the suction gas is heated, the lower will be the heat rejection factor and the greater will be the total amount of heat to be disposed of by the condenser based on an evaporator load of 11,000 B.t.u. per hour.

These factors are also based on the

liquid refrigerant reaching the expansion valve at condensing temperature. For water-cooled units, this is approximately true; even for air-cooled units the factors are off only a few percent.

How are these factors obtained? Tables of them for various condensing and evaporator temperatures are to be found in refrigeration handbooks. (See graph on page 127 of Volume 2 of the "Refrigeration Problems" manuals.)

If not readily available, the heat rejection factor may be calculated by dividing the total heat (enthalpy) per pound of the suction gas at saturation, by that of the hot superheated gas leaving the compressor.

These total heats may be obtained from refrigerant tables or a Mollier diagram for the refrigerant used. While not strictly accurate, the heat rejection factors thus calculated, are sufficiently so for ordinary purposes.

DETERMINING HEAT LOAD FROM CONDENSER HEAT REJECTION

Heat rejection factors are more generally useful in determining the capacity of the condensing unit than, as in the above example, in determining the amount of heat that the condenser must remove from the system. By comparing the capacity thus determined with factory capacity tables under similar conditions, the efficiency of the unit can be determined.

Used for this purpose, the heat to the condenser is first determined, and then multiplied by the heat rejection factor to obtain the amount of refrigeration in B.t.u. being produced by the evaporator; that is, the refrigerating capacity of the unit.

The heat absorbed by a water-cooled condenser is found by (1) measuring the rate of flow of water through the condenser in gallons per minute (2) converting this to pounds by multiplying by 8 1/3 (3) multiplying this by the difference between inlet and outlet temperatures of the condenser water (4) multiplying this by 60. This gives the condenser heat in B.t.u. per hour.

Then by multiplying this condenser heat by the heat rejection factor, we get the refrigerating capacity of the unit in B.t.u. per hour. The answer thus obtained is not as accurate as a factory calorimetric test, but it is sufficiently accurate for most field purposes.

This method is explained in more

detail in Chapter 27 of Volume 2 of the "Refrigeration Problems" manuals.

Due to the difficulty in measuring the volume and temperatures of the air passing through an air-cooled condenser, this method is not practical for field use with air-cooled condensing units.

Taking the wattage of the condensing unit motor with a wattmeter, and then comparing this wattage with wattage-capacity tables prepared by the factory from laboratory data under similar conditions, is a more accurate and dependable field method for determining the capacity of air-cooled condensing units.

A. J. Nelson Adds Bush, Mitchell To Sales Force



L. S. BUSH



W. H. MITCHELL

DENVER—A. J. Nelson Co. here, mountain states sales representative for Kramer Trenton Co., has announced the appointment of Leon S. Bush and W. H. Mitchell to its sales staff.

Bush, a resident of Salt Lake City, formerly was employed by the Radio Supply Co. of Utah and has been associated with the jobber trade for several years. He will cover the territory of Utah, Idaho, western Montana, and Arizona.

Mitchell is a former employee of Electric Accessories Co. of Denver and prior to that was associated with the Chrysler Corp. His territory includes Colorado, New Mexico, El Paso, Texas, western South Dakota, western Nebraska, Wyoming, and western Montana.

Wins Hospital Cooling Job

WADESBORO, N. C. — Construction work is progressing on the new \$708,000 Anson County hospital. J. L. Powers, of Bennettsville, S. C., has the contract for installation of air conditioning and heating equipment.



"Pressure will be back to normal in a few minutes"

Cooling towers, "evaps" and condensers get their headaches, too. One symptom is high head pressures, usually caused by accumulations of scale, slime and algae in the water-cooling equipment. Cooling efficiency drops—costs go up. A good remedy is a stiff dose of Solvex* Cleaner Tablets, which can be used while the machine is working. Head pressures usually return to normal in 15 to 45 minutes.

The way to prevent such troubles is to use Solvex Maintenance Tablets regularly. Solvex is quite safe—no acids or alkalis to harm

the operator or ruin expensive equipment. Solvex Cleaner and Solvex Maintenance Formulas also are obtainable in granular bulk (grains) for larger jobs.

Virginia Smelting Company distributes two other Solvex products of interest to the industry. One is "CC" Coating, a waterproofing and rust-preventive compound—excellent for use where galvanizing has failed. The other is Ice Machine Cleaner Powder—for eliminating the lime, grease and dirt which cause machines to turn out opaque, bad-smelling and bad-tasting ice.

See your wholesaler, or write to VIRGINIA SMELTING COMPANY Dept. 63, West Norfolk, Va.

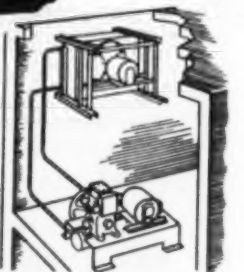
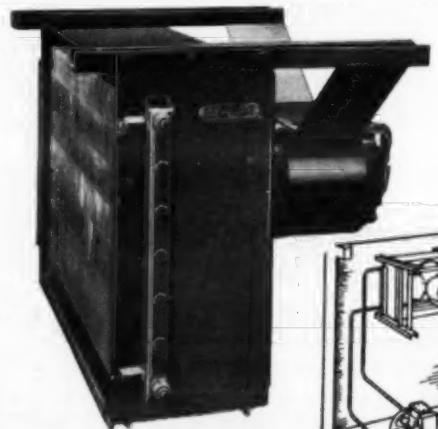
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CHEMICAL SOLVENT Co., Birmingham, Ala.

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ESOTOOL • V-METH-L • KINETIC CHEMICAL'S "FREONS"
CAN-O-GAS • PERMAQUAM • PRESSTITE TAPE
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Save Water
with **heat-x**

AIR-AND-WATER COOLED COMBINATION
CONDENSERS. FOR REMOTE INSTALLATION.



Quickly pays for itself in water saving. Water consumption on year 'round basis approximately 5% of water cooled condenser usage.

Flexible installation. Can be mounted in any location, indoors or outdoors.

Full water cooled capacity. Compressor can operate at full water cooled speed.

Request free descriptive bulletin.

Low operating cost. Operates only when compressor is running.

Low maintenance cost . . . no accessory equipment, no open water system, no chemical concentrations in water.

Cleanable water tubes.

No breakdown losses. Can operate on either air or water in emergency.

THE HEAT-X-CHANGER CO., Inc.
BREWSTER - NEW YORK



Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Westinghouse Booklet Gives Airfoil Centrifugal Fan Data

—KEY NO. O-540—

BOSTON—An eight-page booklet on airfoil centrifugal fans, the fans with airfoil shape blades, is available from Sturtevant Div. of Westinghouse Electric Corp.

Airfoil centrifugal fans are designed for mechanical-draft, high-velocity air conditioning systems, heavy-duty industrial applications, and vehicular tunnel application where low operating cost and quiet operation mean more than first cost.

A graph of the certified horsepower, efficiency, and pressure ratings of airfoil fans is presented and the design features which contribute to these ratings are discussed. Brief descriptions of each of the five classes of fans available give maximum wheel speeds, total pressures, and volume ranges for each class.

Construction features of housings, wheels and shafts, and bearings of heavy-duty airfoil fans are discussed with emphasis on the special manufacturing processes involved in their fabrication.

The booklet (Catalog 1320) also includes a special section on the optional "Inlet Vane Control"—a system of movable vanes which is said to effect major power savings at reduced loads by controlling the output of the fan.

Catalog Describes Series Of Henry Ammonia Valves

—KEY NO. O-541—

MELROSE PARK, Ill.—A catalog covering a series of newly designed valves developed by the Henry Valve Co. here for use in agricultural fertilization and in industrial applications where ammonia and other gases non-corrosive to seal are used has been issued by Henry Valve. The publication is labeled Catalog No. 801.

IT'S A GEM!

Dealers and users are excited about Gem Refrigerators... custom features, competitively priced, by a maker 30 years in the business. It's a terrific deal! Rich, New Territories Open. Write today!



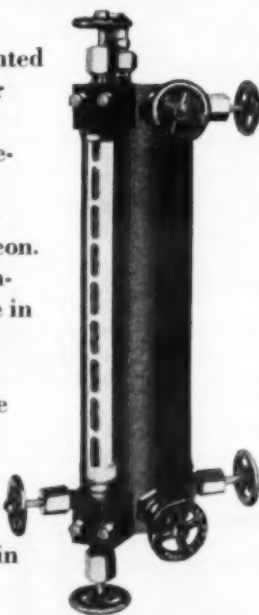
GEM REFRIGERATOR CO.
165 W. Wyoming Ave., Phila. 40, Pa.



Gas Purgers

Use a patented principle for saving both power and refrigerant—whether ammonia or Freon. Pay for themselves. Made in two sizes for hand operation; one size automatic.

Get full details from Frick Bulletin 200; write today.



Distributor Franchises Available



Bulletin Describes Webber Industrial Freezer Line

—KEY NO. O-542—

INDIANAPOLIS—Information on industrial freezers as well as complete temperature range testing units developed and manufactured by the Industrial Freezer Div., Webber Appliance Co., Inc. here, is now available in an 8-page folder.

Included is information on performance characteristics, sizes, temperature range, and applications regarding the industrial freezers and complete range testing units manufactured by Webber.

Webber units perform low temperatures to -165° F. and on heat range to 350° F. Twelve models are illustrated with complete information regarding 36 standard models.

'Which Freezer Should We Buy?' Helps Buyer Decide

—KEY NO. O-543—

DEERFIELD, Mich.—A new booklet entitled "Which Type Freezer Should We Buy?" has been issued recently by Revco, Inc. here.

In this booklet, said J. H. Overmeyer, vice president in charge of sales, "we at Revco have attempted to present the true facts about freezers for the general good of the public and the freezer industry. It has been our observation that exaggerated claims for either type (chest and upright) have tended to confuse rather than enlighten the customer."

The pocket-size booklet covers such subjects as floor space, storage capacity and arrangement, convenience and accessibility, price per cu. ft., operating efficiency, fast freezing, insulation, non-sweating, defrosting, weight distribution, signal systems, and service.

It discusses the question of how large a freezer to buy and provides a "buyer's check list" of questions to ask the dealer.

Servel Air Conditioning Booklet In 2nd Printing

—KEY NO. O-544—

EVANSVILLE, Ind.—"Fourth Dimension of the Modern Home," a booklet produced by Servel, Inc. to help the public understand air conditioning in the light of recent advances, is going into a reprinting after an initial run of 50,000 copies.

The 20-page four-color booklet stresses the advantages and importance of an "ideal indoor climate"—a home's "fourth dimension"—and describes Servel's All-Year air conditioning.

The booklet is being mailed by Servel from Evansville in answer to coupons clipped from the company's national magazine advertisements on the 3.3-ton All-Year air conditioner, which is priced at \$1,395, delivered to distributor's city.

Copies also will be distributed at company exhibits at conventions and home shows.

Tenneyzphere Altitude Chambers Described

—KEY NO. O-545—

NEWARK, N. J.—Tenney Engineering, Inc., announces a new four-page bulletin on its standard line of "Tenneyzphere" altitude chambers. The bulletin covers test chambers for simulating altitudes from sea level to approximately 80,000 ft.; temperatures from -100° F. to +200° F.; and relative humidities from 20% to 90%.

It includes performance data, standard and special features, specifications giving sizes and operating characteristics of all standard models, and chamber construction information.

Also included are six illustrations showing both inside and outside views of different size chambers and the instrument control panels which make it possible automatically to cycle test conditions.

Fiberglas Booklet Details New Installation Methods

—KEY NO. O-546—

TOLEDO—New dry wall installation methods for "Fiberglas" cold storage insulation are described and illustrated in a 16-page booklet just issued by Owens-Corning Fiberglas Corp.

The booklet outlines in detail the three dry wall methods for insulating freezer rooms as well as the traditional hot dip method.

Fiberglas insulation may be held in place on side walls by wooden studs, metal clips, or a combination of the two, thus reducing installation costs and eliminating fire hazards usually associated with hot asphalt applications, it is pointed out.

Design details for Fiberglas roof and floor insulation also are given in the brochure.

Spec Sheet Covers Packaged Industrial Dehumidifiers

—KEY NO. O-547—

ALEXANDRIA, Va.—A new specification sheet covering all industrial "packaged" dehumidifying units manufactured by Dryomatic Corp. has been issued by the company.

Described in the bulletin are Model 100, for controlling humidity in up to 25,000 cu. ft. of enclosed space; Model 25CT, for up to 10,000 cu. ft. of enclosed space, with provision for maintenance of extremely low humidity conditions; and Model 20, capable of controlling humidities in up to 7,500 cu. ft. of enclosed space. Dryomatic also manufactures special units on order.

Watson, Furlong, Ulmer Head New GECC Offices I-H Names New Outlets In Columbus and Pittsburgh

NEW YORK CITY—General Electric Credit Corp. has opened new offices in Toledo, Montgomery, Ala., and Albuquerque, N. M., to meet rapidly-growing volume of business in those areas, the company announced.

Rayman D. Watson has been appointed manager of the Toledo office, John R. Furlong manager of the Montgomery office, and William J. Ulmer manager of the Albuquerque office.

At the same time, the company announced that Lawrence D. Beck has been named of GECC's Seattle office, Robert A. Smith, manager of the Memphis office, and Milo W. Jacobs, manager of the Jackson, Miss., office.

Watson, a graduate of Depauw university, has been with the company since 1947. He was formerly sales manager in the Columbus office.

Furlong was formerly credit and collection manager in the Birmingham office. A graduate of Birmingham Southern university, he has been with the company since 1948.

Ulmer joined GECC in 1950 and was formerly credit and collection manager in the Denver office. Beck, who was graduated from the University of Washington, has been with the company since 1948. He was formerly credit and collection manager in the Portland, Wash., office.

Smith joined GECC in 1948 and Jacobs in 1949. The former is a graduate of Auburn college and was formerly manager of the Jackson, Miss., office. Jacobs was formerly credit manager in Jackson.

CHICAGO—Appointment of two new distributors to handle International Harvester refrigerators, freezers, air conditioners, and dehumidifiers has been announced here by R. H. Burnside, assistant manager of Harvester's general sales department.

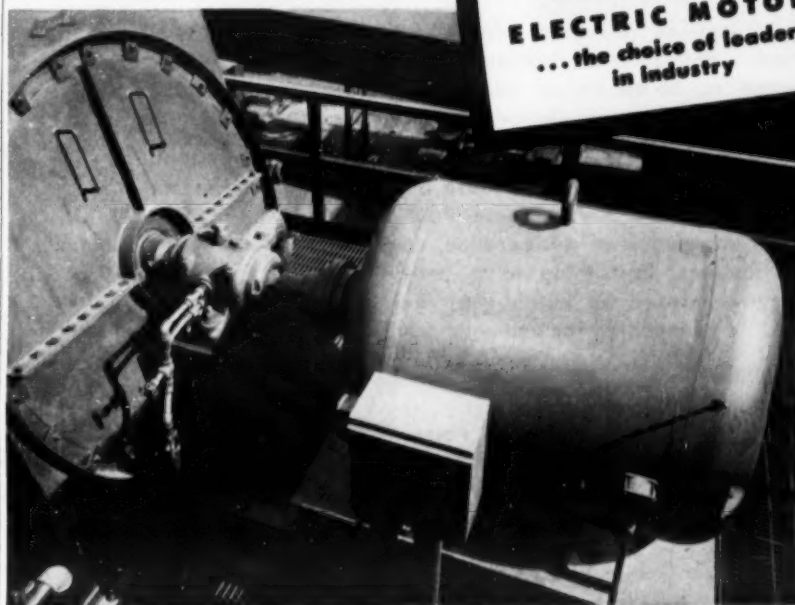
HASCO (Home Accessories Service Co.) will distribute the I-H products in the Columbus, Ohio, area formerly serviced by the Kane Co., and Television & Appliance Distributors Co. of Pittsburgh will handle the products of 31 companies of the Tri-State area. J. A. Williams Co. of Pittsburgh previously serviced this territory, according to International Harvester.

HASCO is headed by H. L. Klein of Columbus, and the manager of the company is Mark P. Lintner, who has had over 20 years of appliance distributing experience. The company, in addition to distributing I-H products, also manufactures and distributes aluminum doors, windows, shade screen, and other similar products.

The new I-H Pittsburgh distributorship, headed by W. K. Scott and W. G. Sowash, is located in the Pitt-Penn Terminal building, a new public warehouse which is said to boast of the latest type of loading facilities.

Television & Appliance Distributors Co. also handles Stewart-Warner radios and television and Temco gas heaters and dryers in addition to various International Harvester products.

This 250 hp, 220 volt
motor starts with
minimum line voltage
disturbance...



This fly ash control equipment, on the roof of a Detroit Auto Body Corporation, is powered by a 250 hp, 220 volt, 1160 rpm, totally-enclosed Wagner motor.

Wagner
ELECTRIC MOTORS
...the choice of leaders
in industry

because it's a
Wagner
Increment Motor
and Starter
Combination

The part-winding increment motor and starter combination (pioneered by Wagner) provides an economical method of starting polyphase squirrel-cage motors for any application where reduced current draw at start is required or desirable. No auto-transformers or resistors are necessary.

Voltage disturbances on the line are reduced because current taken from the line is not broken during the starting period—as is the case when auto-transformers or compensator-type starters are used.

You benefit when you install a Wagner increment motor and starter "package" because you get a highly efficient, most economical, motor and starter combination that limits inrush of motor

current to values that are acceptable to most power companies for all or parts of their distribution systems.

When you standardize on Wagner Motors—you get the advantages of a liberal warranty... of nationwide service facilities, with on-the-spot service, replacement motors and parts available from 25 Wagner-owned Service Branches and more than 750 Authorized Service Stations. You can choose from a wide variety of types and sizes (from 1/125 to 400 hp.) Bulletin MU-185 gives complete information—write for your copy. Bulletin MU-128 gives full information on Wagner Increment Motor and Starter Combinations.



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ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES
AUTOMOTIVE BRAKE SYSTEMS • AIR AND HYDRAULIC

BRANCHES IN 32 PRINCIPAL CITIES

What Was New

At the Restaurant Show

HAROLD KAIN, recently appointed sales manager for Koch Refrigerators keeps an eye on model Larrie Winger through the new Koch 45 cu. ft. pass-through refrigerator. The box is a standard temperature refrigerator operating off a remote condensing unit. It is equipped with trays and slides for salads and pastries.



R. J. LOUDON points out his new self-contained low temperature panel unit with automatic hot gas defrosting. These units come ready to plug into any 220-volt unit and automatically maintain temperatures from 0 to -10° F.



NORRIS DISPENSERS has devised a new type milk can for its self-contained bulk milk dispenser. Here Mrs. R. W. Sjostrand demonstrates the new arrangement.

More Coming

More pictures of products displayed at the National Restaurant Show in Chicago's Navy Pier this month will appear in succeeding issues of the News.

RESTAURANT & BAR EQUIPMENT



EBCO's double arm, 25 gal. per hour restaurant and cafeteria water cooler gets a workout from Donna Kime and Jane Casey. Oasis model OC25W, it is self-contained with a ¾-hp. hermetically sealed refrigeration unit. It contains a pre-cooler and is intended for island or in-line installation.

*"Easily understandable---
and a great aid to service engineers"*

REFRIGERATION PROBLEMS AND THEIR SOLUTION

by Paul Reed

In five volumes, J-1, J-2, J-3, J-4, and J-5



Handy, practical, reference information for the refrigeration service engineer, "Refrigeration Problems and Their Solution" is written and illustrated so as to be of interest to salesmen, users, and others who want a fuller knowledge of refrigeration.

You'll like the way Paul Reed has organized his material . . . and he writes clearly, making these books easy to understand and a pleasure to read. And because Paul Reed has such a wealth of practical knowledge of refrigeration, and years of experience behind

him, you'll find reading these books the next best thing to a person-to-person chat about your refrigeration problems. Conveniently cross-indexed for instant use, "Refrigeration Problems and Their Solution" can provide "the missing link" in your search for authentic advice on "how to make it work."

VOLUME 1

Measuring Temperature; What Heat Is; Temperature-Pressure Relationships; Components in the Compression Cycle; Expansion Valves and Their Properties; Capillary Tube; Float Valves; Heat Exchangers; Oil-Refrigerant Mixtures; Control Settings; Air Circulation; Multiple Systems; etc.

VOLUME 2

Condensers; Compressor Shaft Seals; Defrosting Evaporators; Compressor Oil; Charging Refrigerant; Humidity and Air Circulation; Carbon Dioxide; Use of Gauges; Trouble-Shooting; Preventive Maintenance; Control of Moisture; Leaks; Care of V-Belts; Lapping Seals, Plates; Service Charts.

VOLUME 3

Lost Time and Short Cuts; Refrigerants and Tables; Mollier Chart; Two and Three Stage Compression; Leaks and Moisture; Electric Currents; Single and Three Phase Systems; Motor Troubles; etc.

VOLUME 4

Cleaning Parts Before Repair; Compressor Noise; Compressors in Parallel; Frozen Compressors; Service Problems; Overloaded Motors; Making Money in the Service Business; Absorption; Evaporative Cooling; The Heat Pump; Comparative Cost of Fuels.

VOLUME 5

The Oil Cycle; Oil Slugging; Copper Plating; Properties of Water Important in Cooling; Railway Car Refrigeration; Safety in the Field of Service Work; Mystery of the Hidden Moisture; Mystery of the Missing B.T.U.'s.

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5-25-53

COMBINATION bakery and general storage freezer introduced by Puffer-Hubbard is explained to Mr. & Mrs. Edward Olesinski, restaurant operators in Hamtramck, Mich. by R. L. Johnson, chief engineer and vice president of Puffer-Hubbard Mfg. Co. The freezers are equipped with automatic defrost blower coils using the Thermobank System and a manually controlled electrical device to eliminate exterior sweating and freezing of doors.



NEW SC-100 ice maker of American Gas Machine Co. in foreground is designed to produce 100 lbs. a day. Giving the previously introduced SC-225 model in background a thorough inspection are Richard Huns-gate and Fred I. Thorson, Madison, Wis. equipment dealers, and Ben Roberts of American Gas.

NOW..

THE ICE-CUBER YOU CAN COUNT ON

FULLY
AUTOMATIC

ICE- FLO!

(SINCE 1947)



FIVE ICE-FLO MODELS—

Sizes from 1½ h.p. to 1½ h.p. The smallest makes 2520 deluxe size cubes daily. The largest delivers 10,800 per day. Pull out storage cabinets hold from 8 to 12 hrs. production.

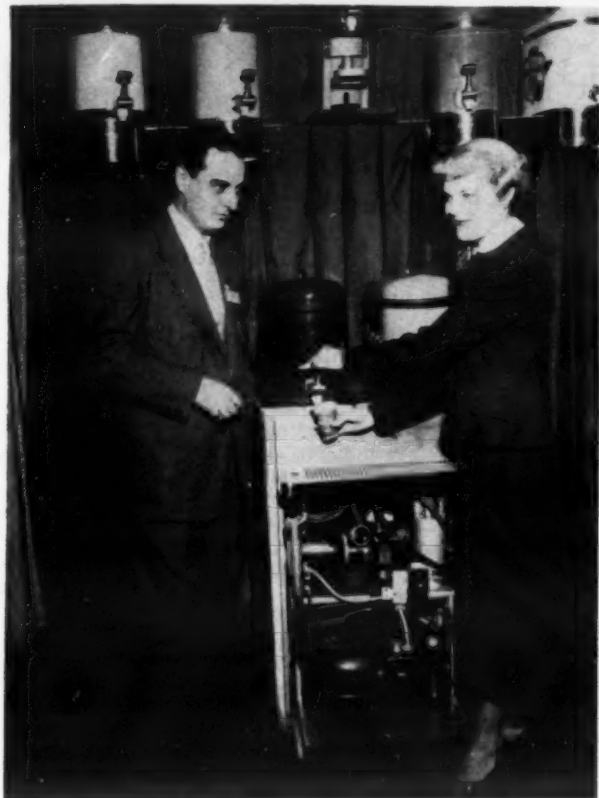
THE ORIGINAL Solid-Cube Ice Maker for Hotels, Restaurants, Clubs, Bars, Cafeterias, Schools, Hospitals, Institutions, Drug and Chain Stores.

A DOOR-OPENER to better ice service, Ice-Flo automatically produces sparkling clear, solid, extra-large ice cubes in quantity at point of use. They neither melt nor stick together. Freezing compartment is self-cleaning. Cubes last longer in drinks and in storage because they are solid.

DEPENDABLE • ECONOMICAL • STURDY
WRITE FOR DETAILED INFORMATION



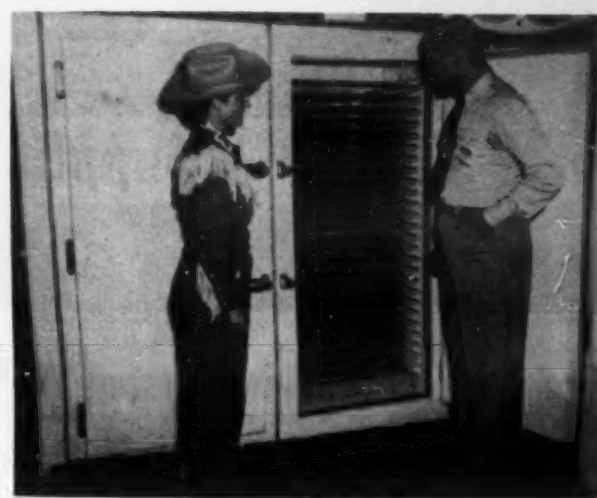
Esmond Manufacturing Company
ESMOND RHODE ISLAND



LEFT: HEAD of newly introduced self-contained Selmix dispenser is refrigerated by a direct expansion system instead of the usual ice bath. Billie Jo Rohrer tests effectiveness of new design as Arthur Freedman, Selmix sales manager, looks on.



MALTEDS or milk shakes can be made in 6 to 8 seconds instead of the usual 2 to 3 minutes with a Sweden freezer, demonstrates Betty Moss. Food pedal controls flow of neutral "soft" mix.



RIGHT: DETAILS of the Wilson sectional bakery freezers using forced air and automatic defrost interest Mr. and Mrs. A. Joseph Sullivan, who obviously are from Texas, Dallas to be exact.



"LADY JORDON" is the name of the 30 cu. ft. freezer shown here and not the girl. Her name is Yvonne Przak and she hails from Berwyn, Ill. Lady Jordon features all aluminum interior, juice shelf, four freezer plate shelves, dry storage bin at bottom, and "Seal-O-Matic" door.



ABOVE: AUTOMATIC defrosting (Kramer Thermobark) is a special feature of this 35 cu. ft. upright freezer introduced by Sta-Kold Products Division, Victory Metal Mfg. Co. for restaurants, bakeries, etc. A 1/2-hp. hermetic unit in lower compartment, explains LouBee Breakey, make: freezer self-contained. Note pan racks.



LEFT: REMOTE packaged "Sodamaster" which holds the equivalent of 75 cases is intended for installation in walk-in cooler, Orie Schow (left) of Carbonic Dispenser, Inc., explains to George Burrous, Indianapolis amusement park operator.



INTRODUCING the new "Hudson" line of reach-in refrigerators, made by McCall Refrigerator Corp., is this 20 cu. ft. reach-in box. Stainless steel front with aluminum interior and sides, top, and back, are to be the mark of the Hudson line. McCall says it will be offered at lower price than white finish. Donna Kime helps draw attention to the new box.

Buy proven **DEPENDABILITY!**

Buy **VALUE . . .** Buy

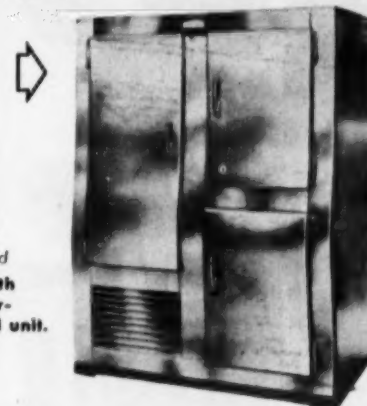
STA-KOLD

STAINLESS STEEL

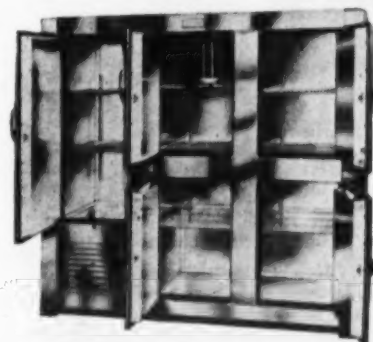
ALL-METAL CONSTRUCTED

COMMERCIAL REFRIGERATORS

Sturdily built, efficient and economical to operate, the STA-KOLD name assures you of dependability and long life at modest cost.



MODEL RA-42-S
Self-Contained
Complete with
a 1/2 H.P. hermetically sealed unit.



MODEL RA-65-S
Self-Contained
Complete with
a 1/2 H.P. hermetically sealed unit.

Models from 20 to 70 cu. ft.
CHOOSE FROM COMPLETE LINE OF STA-KOLD REFRIGERATORS
Remote, Self-Contained and Pass-Through



For complete information write for catalog

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Division of
VICTORY METAL MANUFACTURING CORP.
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Direct Factory Representatives and Dealers Throughout the World

SNAPFLEX

CONTACT ACTION

makes **PENN**

FIRST CHOICE

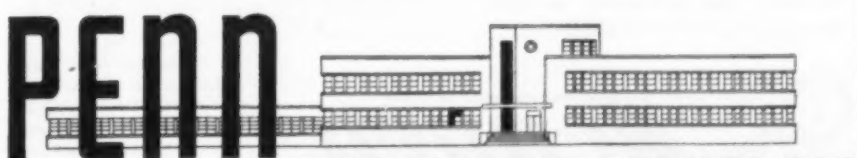
among refrigeration men

Recently introduced, the new PENN single-pole refrigeration control is winning the enthusiastic acclaim of refrigeration men. And, one of the big reasons is SNAPFLEX contact action!

Only PENN has this exclusive contact structure which provides "roll-wipe-snap" action on closing and opening. Result? No bounce . . . no closing arc . . . no welding of contacts. What does

this mean to you? Longer life and better performance than any other single pole refrigeration control available!

Learn more about this new Series 270 low-priced, single-pole control. Ask your wholesaler or write Penn Controls, Inc., Goshen, Indiana. Export Division: 13 E. 40th Street, New York 16, N. Y., U.S.A. In Canada: Penn Controls Limited, Toronto, Ontario.



FOR HEATING, REFRIGERATION, AIR CONDITIONING, GAS APPLIANCES, PUMPS, AIR COMPRESSORS, ENGINES

Key to

WATER COOLER

ICE MAKER

SALES . . .

"Taste-Masters"

PURIFIER

Stop service calls . . . keep out rust and sludge . . . open new doors to sales acceptance!—with coolers, ice-makers, sell "Taste-Master"!—checks chlorine, traps sediment; promotes service-free satisfaction with all water processing appliances. Write—

Filtrine MANUFACTURING CO.
BROOKLYN 38 • N. Y.
"Water Coolers and Filters for 40 Years"

Service & Supplies

Care and Methodical System Can Improve, Speed Up Appliance Repair Operations

"Method should be used in repairing appliances and since there are so many makes and models, I think you will find this way acceptable," says W. Tegner, veteran serviceman. "This way is especially suited to the shop that employs more than one man but even if only one man is employed he cannot be expected to remember where all the parts go on some appliance that he has never handled before."

"Before removing any parts, have a paper and pencil handy to make sketches and notes telling where each part goes. Number each part with a china marking pencil or a scribe. Use one or more muffin pans to put the parts in as you remove them."

"When a part is removed, mark it on your sketch and tell which side is up, right or left hand thread. Number the compartments in the pan also and on your sketch show just where each part is. It may be a good idea to have a jeweler's eye piece because

some pieces are small and it is hard to see the scribe marks with the naked eye.

"When removing parts, always use a screwdriver that fits snugly in the slot or a wrench that fits the nut tightly because a bad screwdriver may burr the screw or a bum wrench may round a nut so that it can't be used again and it is harder to get off."

"You will also find it convenient to have an assortment of nuts and bolts on hand because there are always some you wish to replace. You can get them at some auto supply store, hardware store or look in a mechanical magazine."

"Around and near heating elements you will find some screws or nuts that are stuck. These can be made free by putting a drop of kerosene or light mineral oil and letting it stand for 10 minutes or so. A small oil can filled with kerosene is very handy to have around. If the screw or nut is

still tight after applying the kerosene and waiting, tapping with a small hammer will usually help.

WATCH OUT FOR ADJUSTING SCREWS

"Always be sure that the screw you wish to remove does not have a nut on the other end, if it does, you will find that you can remove it a lot faster if you remove the nut first. Another thing to watch out for is that the screw you are attempting to remove is not an adjusting screw. If it is an adjustment, be sure to count the number of turns it takes to remove it."

"Put all this information down on your sketch so that you or anyone will have all the information the next time it is necessary to work on an appliance of this type."

"Sometimes you may run across a threaded ring that calls for a spanner wrench because there is no flat surface to use a regular wrench. You can get around this in a pinch by putting a couple of nuts or bolts in the slots or holes and using the type of wrench you have on hand."

"Gears are very often attached to the shaft with keys that fit slots in the shaft and may be slid off lengthwise with the shaft by tapping with a hammer. A word of warning: be sure the gear is not held fast by a set screw."

LOOK FOR STRAINED OR BROKEN PARTS

"When mechanical parts are removed, keep an eye open for strained or broken electric parts. Do not remove any more wires than you have to. Leave the parts hanging if you can."

"Greasy parts should be washed with a solvent and wiped dry. If you find some parts stuck that are supposed to move, you can polish them with sand paper or steel wool."

"When assembling a job, be sure that all parts that are supposed to move will do so freely and not hit something else. Shafts that rotate have to have a certain amount of clearance or end play even if only a couple of thousandths, or they may bind and if they are in a place where they may get warm, leave room for them to expand."

"Be sure that all parts are held tight by lock washers or cotter keys because pieces that fall off during operation may mean expensive repairs and may give you a bad reputation."

"A feeler gauge is another tool that you will find handy to have around because you will find many parts that have to have just the right clearance."

"After you have sketched and written down all the information on a piece of paper, paste or glue this piece of paper to a piece of cardboard and paint the front of it with a clear shellac. When this is dry, it may be filed away for future use by yourself or anyone else. It will be found that a lot of time can be saved on future jobs by simply referring to this sketch."

Bell & Gossett Appoints Henke Advertising Mgr.

CHICAGO—Harry R. Henke has been appointed advertising manager of Bell & Gossett Co., it was announced by R. E. Moore, vice president.

Henke, who joined the firm in 1949 as a member of the sales staff, succeeds Wendell S. Clough who recently joined the Ford Motor Co. in Detroit.

Prior to his career with Bell & Gossett Co., Henke was manufacturer's representative in Illinois, Wisconsin, and Indiana for the Gray-Mills Corp.

A graduate of Aeronautical university, Chicago, he also attended Northwestern and Duquesne universities. During World War II he was a member of the U. S. Marine Corps.

McNeff Named Admiral Sales Manager for Keps Electric

PITTSBURGH—With the company for three years, Jack McNeff, has been appointed sales manager, major appliances, Admiral Div., of the Keps Electric Co.

McNeff has been in the appliance sales field for 25 years. Prior to his work with the Keps Electric Co., he was division manager for the Detrex Corp. of Detroit.

HOW TO APPLY VALVES

By A-P Controls Corp., Milwaukee

This is the second in a series of articles devoted to various types of control valves which is based on excerpts from the new "Product Application Manual" prepared by the sales department of A-P Controls Corp. of Milwaukee and published with that company's permission.

Automatic Expansion Valves (2)

SELECTION OF AUTOMATIC SWITCH

Because of the constant low-side pressure which an automatic expansion valve maintains during the running phase of the refrigeration cycle, thermostatic (not low pressure) switches must be employed to cycle the refrigerating equipment.

Thermostatic switches with thermal bulb attached at the evaporator outlet represent the most satisfactory device for controlling the cycling of the refrigerating equipment employing this expansion device.

EVAPORATOR TEMPERATURE CONTROL

There are certain applications of refrigeration such as water coolers and room air conditioners which require close control of evaporator temperature. For these and similar applications automatic expansion valves are ideally suited.

With room air conditioners control of evaporator temperature is required as a means of controlling the removal of moisture from air circulating over the evaporator coil, control of humidity in the space being air conditioned being fully as important as proper control of temperature.

In the case of water-cooling equipment, the use of automatic expansion valves assure operation at a temperature above the freezing point of water to provide maximum cooling effect without danger of freeze-ups and the resulting damage to cooling equipment.

VALVE ADJUSTMENT

The adjustment of automatic expansion valves is important because of their control of evaporator pressure and, therefore, evaporator temperature. The A-P model 204C auto-

matic expansion valves can quickly be adjusted to maintain the proper low-side pressure without the necessity of employing a low pressure gauge. Markings on the adjusting stem indicate closely the pressure for which the valve may be set.

This type of adjustment effects a saving in time when making valve adjustments, and for most service and replacement work, settings made in accordance with the pressure scale on the model 204C adjusting stem will be well within the required limits of accuracy. When a very close setting is required or when a setting in the vacuum range is required, a low pressure gauge attached to the refrigerating system will indicate the exact valve setting.

With the model 204C valve, the approximate setting can be made by means of the scale on the adjusting stem, and a final setting made by reading the low pressure gauge. Again, the pressure scale on the valve stem will substantially reduce the time required for adjustment.

(To Be Continued)

Mercado Named Export Manager for Remington

AUBURN, N. Y.—Appointment of Carlos H. Mercado as export manager, air conditioning division, Remington Corp., was announced recently by Herbert L. Laube, president.

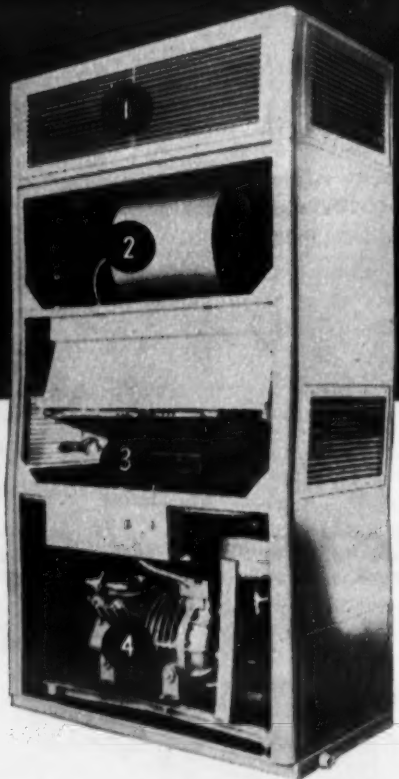
Mercado will supervise sales to importing distributors in some 60 countries around the world, said Laube, adding that Remington has exported air conditioners since 1937.

Experience gained in this market brought the development of the heavy-duty console type room conditioners which Remington started manufacturing for the domestic market in 1946, according to Laube.

He has travelled extensively in Latin America and left as export manager for E. F. Houghton Co. to join Remington.

AIR CONDITIONING UNITS HAVE TO BE RELIABLE...

Every time you recommend an air conditioning unit, you lay your reputation on the line. The unit has to meet the requirements of the job in each and every case. With BAKERAIRE, constant, accurate output is assured by balanced functioning of all parts.



- 1 Plenum diffuses air in any direction by simple adjustment of louvers.
- 2 Slow speed, full air capacity of the Fan Section balances with
- 3 The Coil Section, in which a 5 row coil has ample surface to remove moisture and heat, balanced with
- 4 The quiet efficient Compressor Section where the controls are integrated for automatic operation and complete safety protection. For final protection the interlock relay prevents short cycling of the compressor unit.

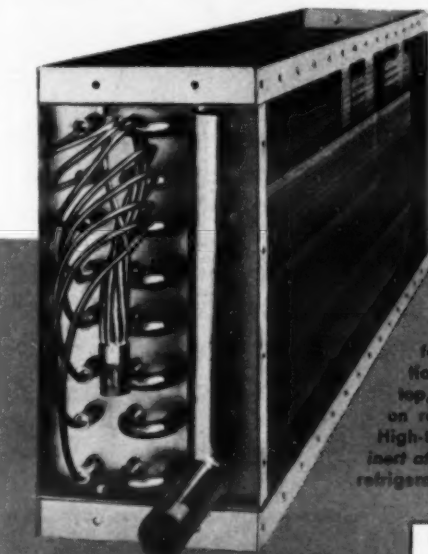
These features cut installation and maintenance time costs: All water connections are run to an external utility panel, eliminating inconvenient internal connections. All electrical connections are integrated in one panel in front of the unit. All functional parts are easily accessible through the removable panels. For further information, just write to:

BAKERAIRE CORPORATION
South Windham, Maine
Offices in Principal Cities

Throw out the fans!
I want...

Tenney

Standard 4-Row Air-Conditioning Coils, AC4 Series



5 capacities in 11 popular sizes with F-12, F-22 refrigerants.

for stores, homes, and offices...where built-up systems are used with duct distribution.

1. 1/2" O. D. copper tubing. 2. "Faceted Fins" of faceted-surface aluminum for greater heat transfer and dehumidification efficiency. 3. Heavy-gauge steel end, top, and bottom plates (aluminum available on request). 4. All copper section headers. 5. High-temperature hard solder tube joints with inert atmosphere inside tubes for clean scale-free refrigerant passes.

Model No.	Row	Finned Lgth.	Height	Dimensions A B C	Face Area	Recomm. CFM.
AC4-2A	2	29"	7 1/2"	3 1/2" 1 1/2" 3"	1.51	250
AC4-2B	2	26"	11 1/2"	3 1/2" 1 1/2" 1 1/2"	1.56	250
AC4-3A	3	29"	11 1/2"	3 1/2" 1 1/2" 3"	3.27	1125
AC4-3B	3	22"	15"	3 1/2" 1" 1 1/2"	3.29	1125
AC4-5A	5	36"	15"	4" 1" 1 1/2"	2.75	1875

Complete range of models and sizes

AC4-7 1/2 A	7 1/2	43"	18 1/2"	4 1/2" 1 1/2" 1"	5.60	2000
AC4-7 1/2 B	7 1/2	34"	22 1/2"	4 1/2" 1 1/2" 1 1/2"	5.63	2000
AC4-10A	10	58"	18 1/2"	4 1/2" 1 1/2" 1 1/2"	7.54	2750
AC4-10B	10	48"	22 1/2"	4 1/2" 1 1/2" 1 1/2"	7.50	2750

It's NEW!—the ideal line of standardized direct-expansion coils. It's the one line that can be recommended, sold and installed with complete confidence, backed up by the sound engineering and quality construction that guarantee the best—when you specify TENNEY!



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Manufacturers of Automatic Temperature, Humidity, and Pressure Control Equipment

No matter what your refrigeration problem... there's a Tenney unit to solve it. Tell us yours and we'll show you how. Tenney Engineering, Inc., Dept. E 26 Ave. B, Newark, N. J.



THIS CHART, hanging in the office of Perry Winokur, Amana-Chicago sales manager, reminds his salesmen of an important point in helping dealers sell freezers: "Don't forget the retail salesman."



DELIVERY TRUCK DRIVERS play an important role in helping sell freezers, believes Winokur, who conducts regular classes to teach them the answers to questions the housewife is most likely to ask when her freezer is delivered. They are also taught how to remove the freezer door when necessary, set the controls, turn on the freezer, and what type of current outlet to plug the cord into. When they have learned all this, then Winokur invites them to sell freezers in their off time to make extra money.

Helping the Dealer Sell

If the Dealer Can't Sell Freezers, It's the Distributor's Fault, Says Perry Winokur; Here Are the Steps He Uses to Promote Sales

By George M. Hanning

CHICAGO—"I'm sick and tired of hearing factory men and distributors complain that dealers don't know how to sell home freezers. If they don't know how to sell freezers, whose fault is it? The distributor. He's the one who has the responsibility of teaching the dealer how to sell."

So says Perry Winokur, sales manager for Amana-Chicago, Inc., who has built up a successful freezer selling organization in less than a year.

"Some people say that the distributor's function is to warehouse merchandise for the dealer. I don't believe that is what a manufacturer wants distributors for. He wants them to distribute his goods, not warehouse them. He wants his merchandise moving out in an even flow."

"It is part of the distributor's job to see that freezers do move out that way," said the 30-year old sales man-

ager. "But the distributor cannot do it if his thinking stops with placing the merchandise in the hands of the dealer. It's easy to sell the dealer a lot of merchandise. But it is another thing to teach the dealer how to sell that merchandise so that he will keep it flowing continually into the hands of the consumer."

'Distributor Doesn't Know Retailer's Problems'

A recent survey made by the Gourfain-Cobb Advertising agency (A. S. Gourfain, Jr. is president of the agency and also of Amana-Chicago, Inc.) shows that the dealer's No. 1 gripe is "The distributor salesman doesn't know the retailer's problems."

So Winokur places special emphasis on teaching his own salesmen how to help the dealer with his problems—especially how to sell.

"The distributor salesman," Winokur tells his men, "is the link between factory and consumer who gets the product and selling information to the dealer. The dealer has his problems. He is sales manager, merchandising manager, window trimmer, credit man, stock control manager, and service manager, all rolled into one. You can help him."

Winokur tells the men, "If you don't have the answers to the dealer's problems, ask your sales manager, your fellow salesmen, and your top dealers. If they know, they will be glad to tell you."

Gain Dealer's Confidence

When the distributor salesman gets the dealer's confidence, then he can help that dealer to sell, Winokur said.

First of all, he must get the freezer display seen by passers-by. So get the dealer to trim his window with eye-

catching display material. And if he is too busy or lazy to put in the window display, do it for him.

Winokur argues that if a dealer is too lazy to put in a window display, then he will be too lazy to take it out, giving the salesman's products the advantage of continuous exposure.

Distributor salesmen can also help the dealer sell by making friends with the dealer's salesmen. Pass on to them product information and give them at least one hot sales idea on every call.

The line they will push, Winokur believes, is not the lowest priced line or the biggest name line. It will be the line they know the most about and therefore is the easiest to sell. The salesman likes to sound like an expert before his customer. He feels more confident and at ease when talking about something he knows thoroughly.

Help Him Keep Up with Current Trends

Another assist the distributor salesman can give the dealer is to help him keep abreast of current business trends.

"I am a firm believer in trade papers," Winokur said. "I subscribe to them all and read them regularly. When I find an article that backs up a point I am trying to make or gives me a new sales idea, I circle it and call it to the attention of my dealers."

"Dealers are often so busy they don't get time to read their trade papers regularly. So when I mark these articles and bring them to a dealer's attention, I give him the impression that I am doing something specifically for him."

"And this helps me a lot because I am so young. Many times when I contact older dealers who have been in the business for years, they resent the fact that I am trying to tell them how to sell. They feel that they have forgotten more than I ever knew. Which is probably true."

Trade Papers Are Banks Of Experience

"So when I can show them things in the trade papers, it is not me that is trying to tell them something. These ideas come from the experience of other dealers who have tried them successfully, or from authorities dealers respect. Trade papers have been a big help to me."

Winokur's salesmen are also instructed to help the dealer set up a sound and an attractive time-payment plan. They are required to know the different local plans intimately and to help each dealer set up the arrangement best for him. They even go so far as make appointments for the dealer with bankers and go with him to discuss his problems with the bank.

Amana-Chicago salesmen also help dealers sell by arranging product information meetings where training films are shown, the films discussed with the dealer's salesmen, product features are demonstrated, and special dealer events are arranged.

Look for the Weak Spots

While the distributor salesman is prepared to do all these things for his dealers, he is instructed not to



try and cram all of them down the dealer's throat. The salesman should look over the dealer's operation and find out the places where the dealer is weak. Then he should offer his help on those points to strengthen the dealer's over-all operation.

Distributor Salesman Should Be a Sales Manager

Most important of all, the distributor salesman should be the sales manager for his territory and the sales manager for each individual dealer. He should constantly analyze his territory to determine if he has enough dealers, too many dealers, and the right dealers.

As sales manager for the dealer, he should help him recruit good salesmen, and then help him train them.

To do this, Amana-Chicago has set up a regular schooling program, where salesmen trainees are taught to sell Amana freezers in classroom work and then are sent out with distributor salesmen, who shows by example how sales are made through canvassing.

Three Steps of Freezer Selling

They are taught the three steps in selling a freezer, none of which, according to Winokur, can be neglected. These steps are to explain why the prospect should own a freezer (tell the benefits), why he should own an Amana freezer (brand superiority), and why he should own a freezer now.

The prospect has to be told why he should own any freezer before he can be convinced that he should own your brand of freezer, Winokur said. Too many dealers lose sales because they assume that prospects know about freezers and start right out trying to sell them on brand. All this does is confuse the prospect.

"The man who says there is no such thing as dealer loyalty is the man who never inspired any," declares Winokur. "Ask the real expert in your organization. He is the top salesman in your last contest, the top salesman on the slow moving

items, and the man who unintentionally sold an item which developed trouble, but kept his dealer. The loyal dealer will go with you further and stay with you longer."

Winokur concluded, "Helping the dealer sell is hard work, but it produces sales."

Amana Names McCorkle Sales Training Specialist

ATLANTA—Appointment of W. Joe McCorkle as sales training specialist for Amana freezers in the southeastern United States was announced recently by W. J. Dickinson, sales training director, Amana Refrigeration, Inc.



In this capacity, McCorkle will conduct sectional group training meetings for Amana dealers and their sales organizations. Particular emphasis will be placed on the training of the many new Amana freezer dealers in the firm's southeastern territory.

Until recently he was engaged in conducting educational and sales training clinics.

IAEL Appoints G. L. Logan Chairman of Western Div.

NEW YORK CITY—The International Association of Electrical Leagues announced recently that Glen L. Logan, managing director of the Electric League of Los Angeles, Inc., has been elected chairman of Division IV constituting representation of leagues in the 11 western states.

Logan was also named a member of the board of governors of IAEL for the ensuing year.

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- At least 8 years design work, mechanical or electrical engineering. Man for hermetic compressor design should also have minimum of 5 years design of reciprocating compressors or internal combustion engines. Background in electrical motors and controls helpful.
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PATENTS

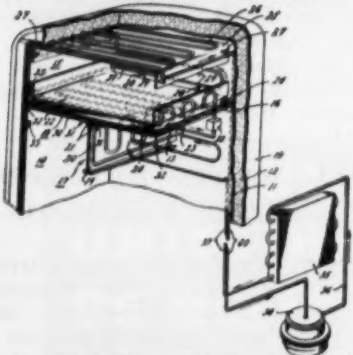
Week of December 23
(Continued)

2,622,409. **ULTRAVIOLET LIGHT SOURCE AND CIRCUIT FOR REFRIGERATOR CABINETS.** John Robert Stirnorb, Cincinnati, Ohio, assignor to Institution Divi Thomas Foundation, Cincinnati, Ohio, a corporation of Ohio. Application July 26, 1946, Serial No. 686,344. 2 Claims. (Cl. 62-88.)



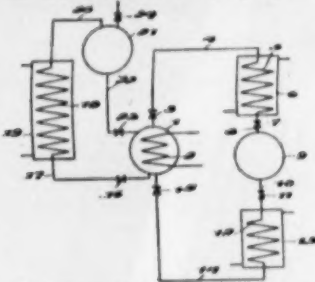
1. In a treatment apparatus including a cabinet having a door, an incandescent bulb for furnishing illumination within said cabinet, a door switch for turning said bulb off and on, said switch being in the on position when said door is opened, an ultraviolet light source comprising an envelope having three leads passing through a single press, a filament coated with electron-emissive substance and serving as a cathode, two of said leads connected to said filament so as to permit application of energizing current thereto from a starting circuit including both of said leads, an anode, a third of said leads connected to said anode, a power circuit including lines, one of said filament leads being connected to one of said lines, the other of said filament leads being connected to the other of said lines through said door switch and said incandescent bulb in series, and said anode lead being connected to the said other line through an arc ballast impedance.

2,622,412. **DUAL TEMPERATURE REFRIGERATOR.** Lloyd A. Staebler, Oregon, Pa., assignor to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application Dec. 4, 1950, Serial No. 199,101. 6 Claims. (Cl. 62-117.25.)



1. A refrigerator comprising a cabinet having an inner liner defining a storage space, a partition received within said space and cooperating with said liner to divide the interior of the cabinet into two adjoining compartments, said partition having means engaging portions of said liner to effect a seal isolating said compartments from each other, an evaporator supported within one of said isolated compartments by said partition, another evaporator supported within the other of said isolated compartments by said partition, and means mounting said partition for movement, as a unit with both evaporators, into various positions within said storage space.

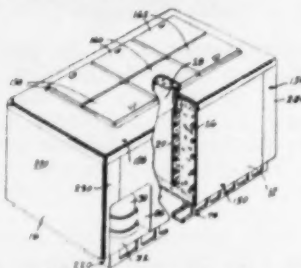
2,622,413. **REFRIGERATING APPARATUS OF THE INTERMITTENT ABSORPTION TYPE.** Sybrandus Gerhardus Wiechers, The Hague, Netherlands, assignor to De Nederlandsche Centrale Organisatie voor Toegesp. Natuurwetensch. Onderzoek, The Hague, Netherlands, a corporation of the Netherlands. Application June 14, 1949, Serial No. 32,894. In the Netherlands July 4, 1947.



1. A refrigerating apparatus of the intermittent absorption type comprising in

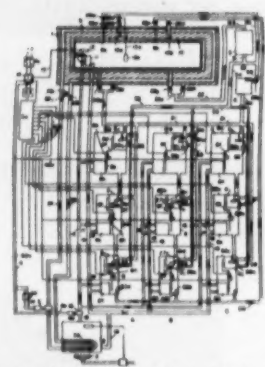
series in a closed circuit a generator-absorber unit containing absorption liquor and provided with means for alternatively heating and cooling said unit, a condenser, a storage tank for liquid refrigerant, an evaporator, the improvement comprising a closed receiver for the liquor equipped with an air release valve, conduit means having closing means therein, said conduit means connecting the receiver with said unit to permit the liquor to be forced by the varying pressure in said unit from said unit to the receiver and back from the receiver to said unit, and cooling means outside said unit in said conduit means to cool the liquor at least on its flow to the receiver.

2,622,753. **SECTIONAL REFRIGERATOR CABINET.** Lawrence A. Philipp, Detroit, Mich., assignor to Wash-Kelvinator Corp., Detroit, Mich., a corporation of Maryland. Original application Aug. 24, 1944, Serial No. 550,920. Divided and this application Oct. 26, 1948, Serial No. 56,605. 3 Claims. (Cl. 220-4.)



1. A refrigerated compartment comprising a central section formed of thin walled metal sheets forming bottom and side walls having inwardly extended flanges, one end of the central section having interconnected vertical and horizontal walls extending from front to back to define a portion of a mechanism compartment and having angularly related flanges secured together and to the side and bottom walls of the central section, spaced end sections formed of thin walled sheets having rounded side walls and substantially flat bottom wall portions adapted to align with and be secured to the ends of the central section, one of the end sections having a horizontally extended wall adapted to align with the horizontal wall extending from front to back to complete the mechanism compartment and having angularly related flanges secured to the end section and adapted to be secured to an angularly related flange of the central section, a supporting flange positioned beneath and secured to the bottom of the central and end sections, an aperture cover plate having rounded edge portions mounted on and secured to the top of the central and end sections, and manually operable closures for the aperture cover.

2,622,949. **SELECTIVE REFRIGERATION AND HEATING INSTALLATION.** Arthur J. Laing, Detroit, Mich. Application Jan. 7, 1946, Serial No. 639,685. 6 Claims. (Cl. 257-3.)



1. In combination with a piping system certain of whose parts are located in thermally-operative proximity to an external structure whose selective heating and cooling is sought, a liquid storage unit, a constant temperature water-heating unit, a plurality of groups of breather chambers each connected in series with said piping system and in parallel and as regards the component units of each group, a plurality of valves positioned at selected points in said piping system and said breather chamber groups according to the heating or cooling influence at any operative time to be exerted upon said external structure, thermostats operative appurtenant to said external structure, and an activating electrical circuit connected with the several thermostats and with selected parts of the operating mechanism within each of said breather chambers.

(To Be Continued)

Freshmaster

Freshmaster Corp.,
455 Eleventh Ave., New York 18 N. Y.

Model No. FD 30Sc
Chest or upright type Upright

DIMENSIONS (In Inches)

Interior: Height 48 1/4
Width 39 3/4
Depth 26
Exterior: Height 71 1/4
Width 49 1/4
Depth 37 1/4

CAPACITY (In Cu. Ft.)

Total 30

INTERIOR EQUIPMENT

Shelves (No.) 4

INSULATION

Kind Fiberglass

Thickness: (In Inches)

Top 4
Sides 4
Bottom 5
Door (upright models) 3

DOORS

Outer doors (No.) 1

Provision for locking? Yes

WEIGHT (Lbs.)

Net 900

Shipping 1,100

PRICE, suggested retail \$895.00

REFRIGERATION EQUIPMENT

Cooling method Plates

Total sq. ft. of refrigerated surface exposed to food compartment 36.25

Compressor:

Make Tecumseh

Sealed Yes

Location in cabinet Bottom

Refrigerant "Freon-22"

Make of control Ranco

Accessible for user Yes

Location Left front of unit compartment

Condenser:

Forced convection Yes

Anti-sweat provision around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Aluminum exterior

Interior liner Aluminum

Refrigerated shelves or plates Steel

PROTECTION PLAN

Warranty 5 year warranty on sealed unit

Food insurance Included in price

SPECIAL FEATURES

Completely sectional.

Everfrost

(Anderson & Wagner)

Anderson & Wagner, Inc.,
14815 S. Broadway, Gardena, Calif.

Model No. EUF-18
Chest or upright type Upright

DIMENSIONS (In Inches)

Exterior: Height 74
Width 38 1/4
Depth 29

CAPACITY (In Cu. Ft.)

Total 18.2

INTERIOR EQUIPMENT

Shelves (No.) 3

Non-refrigerated storage Yes

INSULATION

Kind Hi Density Fiberglass

Thickness: (In Inches)

Top 4
Sides 4
Bottom 4
Door (upright models) 4

DOORS

Outer doors (No.) 1

Provision for locking? Yes

WEIGHT (Lbs.)

Net 467

Shipping 530

REFRIGERATION EQUIPMENT

Cooling method Refrigerated shelves plus cold wall coils in top and bottom

Total sq. ft. of refrigerated surface exposed to food compartment 18.5

Compressor:

Location in cabinet Bottom

Refrigerant "Freon-22"

Warning device Light

Anti-sweat provision around freezer opening Yes

CONSTRUCTION AND FINISH OF

Cabinet Steel

Interior liner Aluminum

Refrigerated shelves or plates Aluminum coils

PROTECTION PLAN

Warranty 1 year on freezer, 5 years on compressor

Food insurance 2 years (\$200 max.) included in price

SPECIAL FEATURES

Adjustable legs, double door seal with gaskets on door and jamb combined with hot line from compressor to eliminate sweating, frosting.

Home Freezer Specifications

Coldspot (Sears-Roebuck)

Seeger Refrigerator, St. Paul, Minn.

Model No. 511105 531109 531114 531119 532118 532111
Chest or upright type Chest Chest Chest Chest Upright Upright
Separate freezing section? No Yes Yes Yes Yes No

DIMENSIONS (In Inches)

Interior: Height (*18% 29 29 29 34 1/4 24 1/4)
Width (*25 1/4 19 1/4 19 1/4 19 1/4 35 1/4 15 1/4)
Depth 14 1/4 20 1/4 20 1/4 20 1/4 19 52 1/4
Exterior: Height 36 36 36 36 71 61 1/4
Width 32 1/4 41 1/4 54 1/4 70 1/4 43 1/4 30 1/4
Depth 24 28 28 28 29 1/4 29 1/4

*Storage. †Freezer.

CAPACITY (In Cu. Ft.)

Total 4.1 9.1 14.0 19.4 18.0 10.5
Freezing compartment(s) 2.4 2.4 2.4 4.6
Storage compartment(s) 4.1 6.7 11.6 17.0 13.6 10.5

INTERIOR EQUIPMENT

Partitions (No.) 1 1 2 3
Shelves (No.) 1 2 3 5
Baskets (No.) 1 2 3
Special racks or service trays (No.) 1 1 1 1
Drawers (No.) No Yes Yes Yes Yes No
Light No Yes Yes Yes Yes No
Thermometer No Yes Yes Yes Yes No
Ice cube trays (No.) No Yes Yes Yes Yes 2

INSULATION

Kind Fiberglass PF512 and 513 PF450
Thickness: (In Inches)
Top 1 1/4 2 1/4 2 1/4 2 1/4 4 3
Sides 3 3 3 3 4 3
Bottom 3 1/2 3 1/2 3 1/2 3 1/2 4 3 1/2
Door (upright models) 4 4

LIDS OR DOORS

Outer doors or lids (No.) 1 1 1 1 1 1
Inner doors (No.) No Yes Yes Yes Yes Yes
Provision for locking? No Yes Yes Yes Yes Yes

WEIGHT (Lbs.)

Net 200 275 300 380 425 290
Shipping 250 350 400 505 575 350

PRICE, suggested retail \$179.95 \$269.95 \$359.95 \$459.95 \$469.95 \$329.95

REFRIGERATION EQUIPMENT

Cooling method Model 532118, refrigerated shelves and plates; model 532111, 5 refrigerated shelves; all others, wrap around
Total sq. ft. of refrigerated surface exposed to food compartment Model 511104, 10.3; 531109, 18.8; 531114, 24.3; 531119, 30.8; 532118, 40.6; 532111, 22.6
Compressor:
Make 51104, 531109, and 532111, Seeger; all others, Tecumseh
Sealed Yes
Location in cabinet 511104 and 532118, bottom; 532111, bottom rear; all others, lower right
Refrigerant 511104, 531109, and 532111, "Freon-12"; all others, "Freon-22"

Make of control Ranco or Cutler-Hammer

Accessible for user Yes

adjustment 511104, top rear; 532118, unit comp't.; 532111, right hand liner wall; all others, front

Condenser: Type 511104, finned; all others, wrap around

Natural convection Yes

Anti-sweat provisions around freezer opening On model 532111; on all other models, except 511104, condenser on shell

CONSTRUCTION AND FINISH OF

Cabinet All welded steel, Bonderized, baked synthetic enamel

Interior liner Model 532111, white porcelain; all others, stipped porcelain

Refrigerated shelves or plates Aluminum tube brazed to aluminum sheet—anodized

PROTECTION PLAN

Warranty One year on complete freezer, 4 years additional on sealed system

Food insurance Reserve carried for service adjustments

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Company

Street

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Zone

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5-25-53

Admiral

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

Model No.	11CUF, 11CUFL	13CHF	17CHF	20CHF	19CUF4	19CUF6	27CUF6
Chest or upright type	Upright	Chest	Chest	Chest	Upright	Upright	Upright
Separate freezing section?	No	Yes	Yes	Yes	No	No	No
DIMENSIONS (In Inches)							
Interior: Height	49½	28½ 13½	28½ 13½	28½ 13½	48½	48½	49½
Width	23½	31½ 14½	42½ 14½	54½ 14½	28½	28½	41½
Depth	17½	20½ 20½	20½ 20½	20½ 20½	23½	23½	30
Exterior: Height	60	35½	35½	35½	68½	68½	70½
Width	30½	53½	64½	76½	36	36	48½
Depth	30½	32½	32½	32½	31½	31½	32½

*Regular storage compartment. †Sharp freeze compartment.

CAPACITY (In Cu. Ft.)

Total	11.0	13.2	16.8	20.0	19.0	19.0	27.4
Freezing compartment(s)	—	2.2	2.2	2.2	—	—	—
Storage compartment(s)	—	11.0	14.6	17.8	—	—	—

INTERIOR EQUIPMENT

Partitions (No.)	—	1	1	1	—	—	—
Shelves (No.)	5	—	—	—	3	3	3
Baskets (No.)	1	2	2	2	—	—	—
Wire separators	—	4	4	4	—	—	—
Light	No	Yes	Yes	Yes	Yes	Yes	Yes
Thermometer	No	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	Balsam Wool	—	—	Fiberglas	—	—	—
Thickness: (In Inches)							
Top	3½	3	3	3	3½	3½	3½
Sides	3½	3	3	3	3½	3½	3½
Bottom	4	3	3	3	3½	3½	3½
Door (upright models)	3	—	—	—	3½	3½	3½

LIDS OR DOORS

Outer doors or lids (No.)	1	1	1	1	1	1	1
Inner doors (No.)	—	—	—	—	—	8	—
Provision for locking?	No	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	352	435	468	557	465	475	575
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PRICE, suggested retail	\$429.95	\$449.95	\$499.95	\$599.95	\$649.95	\$699.95	\$699.95
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REFRIGERATION EQUIPMENT

Cooling method—Chest models... Yes	Chest type.... Front of cabinet	Interior liner..... 11CUF, 11CUFL
11CUF, 11CUFL..... No	All others..... Inside unit compartment door	White porcelain enamel
19CUF4, 19CUF6, 27CUF6... Partial freezing coils on top and bottom of liner	Condenser: Type	13CHF, 17CHF, 20CHF..... Glacier blue baked enamel
Other—Upright models... Freezing plates	Finned... 19CUF4, 19CUF6, 27CUF6	19CUF4, 19CUF6, 27CUF6... Aluminum
Total sq. ft. of refrigerated surface exposed to food compartment—11CUF, 11CUFL, 12.4; 13CHF, 30; 17CHF, 36; 20CHF, 42.6; 19CUF4, 23.5; 19CUF6, 23.5	Wrap around..... Chest models	
Compressor:	Stack—11CUF, 11CUFL... Extruded metal	
Make..... Tecumseh	Forced convection..... 19CUF4, 19CUF6, 27CUF6	
Sealed..... Yes	Natural convection..... 11CUF, 11CUFL, and chest models	
Location in cabinet—chest	Warning device..... Light 11CUF, 11CUFL, and all chest models	
type..... Right end	All others..... Buzzer	
11CUF, 11CUFL... Bottom rear	Anti-sweat provisions around freezer opening..... Yes	
All others... Bottom center	Chest models..... Hot tubing	
Refrigerant: 11CUF, 11CUFL	Uprights..... Electrical	
"Freon-12"		
All others..... "Freon-22"		
Make of control..... Ranco		
Accessible for user adjustment..... Yes		
Location—11CUF, 11CUFL... Top breaker strip		

Loudon

Loudon Mfg. & Sales, 2524 27th Ave., S., Minneapolis, Minn.

Model No.	A9A	A15A	A22A	11F	22F	28F	40F
Chest or upright type	Chest	Chest	Chest	Upright	Upright	Upright	Upright
Separate freezing section?	Yes	Yes	Yes	No	No	No	No
DIMENSIONS (In Inches)							
Interior: Height	26½	26½	26½	—	—	—	—
Width	35	56	81	—	—	—	—
Depth	19½	19½	19½	—	—	—	—
Exterior: Height	36	36	36	59½	75	77½	77
Width	44	64	89	30½	42½	61½	44
Depth	27½	27½	27½	26½	28½	30	32½

CAPACITY (In Cu. Ft.)

Total	9	15	22	11	22	28	40
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INTERIOR EQUIPMENT

Shelves (No.)	—	—	—	3	3	3	3
Baskets (No.)	2	2	2	—	—	—	—
Light	Yes	Yes	Yes	Yes	Yes	Yes	Yes

INSULATION

Kind	—	Fiberglas	—	—	Thermo-Fibre	—	—
Thickness (In Inches)							
Sides	3½	3½	3½	4	4	4	4
Bottom	4	4	4	5	5	5	5

LIDS OR DOORS

Outer doors or lids (No.)	1	1	2	1	1	1	2
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	—	—	—	—	340	475	600
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REFRIGERATION EQUIPMENT

Cooling method:	Location in cabinet:	CONSTRUCTION AND FINISH OF
Wrap around, chest models... Yes	Chest models..... Bottom left	Cabinet..... Dulux over Bonderized steel
Upright models... Freeze shelf	Upright models..... Bottom	Interior liner... Chests—Baked enamel
Compressor:	Refrigerant..... "Freon"	Uprights—aluminum
Make..... Tecumseh	Is control accessible for user adjustment..... Yes	
Sealed..... Yes	If so, where is it located... Front of freezer	

Warranty..... 5 year

Freezer-Food Plans Interest
Canadian Locker Association

TORONTO, Canada—Freezer-food plans and merchandising of home freezers generally, seemed to claim the greatest interest of the some 200 Canadian locker plant men who attended the convention of the Ontario Frosted Food Locker Association here early in May.

Among the makes of home freezers on display at the exhibit held in conjunction with the exhibit were: Amana, Ben-Hur, Deepfreeze, Coolerator, Frigidaire, Gibson, Harder-Freezer, International Harvester, Philco, Servel, Victor, and Universal Cooler of Canada.

A freezer-food plan panel discussion was held, with the following panel members answering questions:

C. T. Redding of Amana; Neil Lewis of Ben Hur; B. G. Sanderson of Deep-freezer; E. R. Hux, of International Harvester; and W. L. Currie of Victor.

A big majority of the locker plant representatives present evidenced an interest in merchandising freezers on some sort of a plan.

75 Texas, La. Dealers See Ben-Hur Service Film

MILWAUKEE—John J. Janesko, Ben-Hur Mfg. Co. service manager, introduced the freezer firm's new service slide film, "One Call Servicing," at three service schools for Monroe Hardware Co. dealers at Marshall, Texas, Shreveport, and Monroe, Louisiana. Approximately 75 dealers attended the three one-day schools.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

ENGINEER—29, Cornell University B.M.E. & B.E.E. Carrier Training Program, 7 years' experience in application, supervision, sales of air conditioning, refrigeration, heating, ventilation. Responsible position New York City area desired. ROBERT A. ANFANGER, 198-01A 67 Avenue, Fresh Meadows 65, New York.

YOUNG SELF starting graduate engineer desires sales position with air conditioning contractor. Married, veteran and non-reservist. Would accept position leading to selling. Thirty-eight months design, field and research experience with large midwestern power utility. At present employed by large chain as maintenance engineer. Will relocate. BOX 4306, Air Conditioning & Refrigeration News.

SALES DEVELOPMENT Specialist. Heavy experience in the following categories of commercial refrigeration, air conditioning and heating industries: Product promotion and merchandising, sales and distributor organization creation, sales volume development, platform speaker, advertising, meetings and trade shows. Large and small corporation experience. Remuneration commensurate to abilities and experience. BOX 4309, Air Conditioning & Refrigeration News.

EXECUTIVE ENGINEER—with 19 years of diversified experience in management, manufacturing and engineering in the Major Home Appliance Industry. Desires position as Works Manager or Chief Engineer. BOX 4310, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

WANTED—AIR CONDITIONING servicemen for Carrier Distributor Northern and Central Florida. Union rates. Write FLORIDA WEATHERMAKERS, INC., 1538 Hendricks Avenue, Jacksonville, Florida.

MIDWESTERN REFRIGERATION and air conditioning manufacturer needs an experienced service manager. Must be able to organize service department and handle customer complaints. Must be familiar with air conditioning and refrigeration installations and equipment. Age range 35-45. Salary open. Address replies, giving full details of work history to BOX 4269, Air Conditioning & Refrigeration News.

EXPERIENCED REFRIGERATION engineers. A progressive Midwestern manufacturer, well established, has openings for graduate Refrigeration Engineers experienced and well qualified in portable air conditioning units, development and test. Also a metal shop head who can handle men and produce samples of all types of refrigeration appliances. Submit a resume of your education, experiences and complete background. State your salary requirements. Interviews will be arranged. BOX 4300, Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

WANTED—New W500FH Universal Condensing Unit complete with 3 phase-220 V-60 Cycle with Starter. Two Re-Cold Coils—#2558—Pacific Coast area—Cash For Bargain. BOX 4312, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

OPEN TYPE condensing units—Universal—in original crates. Model W300-FS with 3 hp. motor—\$296.00, less motor, \$206.00. Model W500-FS with motor, \$384.00, less motor, \$290.00. FOGEL REFRIGERATOR CO., Philadelphia 37, Pa.

NEW UPRIGHT freezer—21 cubic feet; over 700 lb. capacity; Modern design; gleaming white exterior; extra-quick freezing with freezer plate shelves. Complete with ½ h.p. Chieftain sealed unit self-contained; Ranco Temperature Control; P-22 Gas. Dealer Price \$349.00. Special discount for quantity. GENERAL REFRIGERATORS CORP., 2011 First Ave., N.Y.C. ENright 9-0200.

BRAND NEW, latest model Compressors up to 5 hp. at tremendous savings! Sealed units—¼ hp. @ \$45; ½ hp. @ \$55; ¾ hp. @ \$70. Model S64 ¾ hp. domes (motor compressor assemblies) @ \$33. Also ¼ hp. DC and 25 cycle AC open-type. Quantities limited, so act now! MANN REFRIGERATION SUPPLY CO., 440 Lafayette St., New York City, Gramercy 3-8000.

UNITED UPRIGHT freezers, 17 cu. ft. ½ Tecumseh unit. Food plan close-out. Original crates and factory guaranty. Price \$279.50 f.o.b. Philadelphia. Special discount for entire lot of 20. MILTON ASSOCIATES, 123 S. Broad St., Phila., Pa.

BRAND NEW Bush, Marlo, Betz Filter-pure unit cooler, ceiling mounted and panel wall type Models WM-45, WM-25, 540-P, 433-P; Marlo 68-UC, 95-UC, 134-UC; also Larkin Model 98. All nationally-known manufacturers. Servel ¼-hp. units; double shaft 1050 r.p.m. G-E motors; M-H temperature controls. Limited quantity. Act now. Write for our low prices. R. & R. EQUIPMENT CO., 2724 Third Ave., Bronx, N.Y.

FLARE FITTINGS forged brass, ¼" long necks, 4 cents, brass; ½" long necks, 5 cents, brass short and long necks; ¾" short and long neck brass, 7 cents; 1" steel cad plated, long necks, 2½ cents; 1½" steel cad plated long necks, 3 cents; 2" steel cad plated long necks, 5 cents; 2½" copper bonnets, 1 cent, \$7.50 M. 200 brand new #894 Freon expansion valves, 15" ½ x ¼ connection, 36" tube, ½ ton, \$2.00 each. 350 condenser fans, 8" ½ hp. motor complete with horseshoe bracket, 175mmf capacitor and #1057 relay, \$2.25 each. 1500 new ¼, ½, ¾, 1 hp. rotors and stators. With these you can replace a stator in a hermetic for a fraction of the cost of rewinding the old one. ¼ hp, \$3.50; ½ hp, \$4.00; ¾ hp, \$4.50; 1 hp, \$5.00. Or will sell the whole lot as a package deal. GEO. SPECTOR, 951 South Dix, Detroit 17, Vi. 2-0770.

FOR SALE: Several hundred Kold-Hold and Yoder Freezer Shelf Plates, new, original crates, closing out—far below manufacturer's cost. BOX 4311, Air Conditioning & Refrigeration News.

FRANCHISES WANTED

MANUFACTURER'S AGENT wanted lines of reputable equipment. Will give your product the representation it needs. Operating out of Jacksonville and covering any or all of Florida, Georgia, and Alabama. Engineer, experienced in design, estimating and contracting of air conditioning, heating, ventilating, process piping and plumbing. Has directed large sales force and has had own mechanical contracting company. Write BOX 4313, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

MANUFACTURER'S REPRESENTATIVES desired for various territories in United States for our new Cooler Cub bottle water coolers. These are smaller in size and weight but equal in capacity to others. Extremely attractive price set-up. Give full background and territory covered. REMCOR PRODUCTS COMPANY, 321 E. Grand Avenue, Chicago 11, Illinois.

MICHIGAN'S LEADING wholesale Hermetic Rebuilding Business. Completely equipped. Can support 2 partners and 2 men the year round. Will sell for approximate inventory of \$12,000. BOX 4304, Air Conditioning & Refrigeration News.

REFRIGERATION, AIR CONDITIONING & heating mechanical contracting firm with impressive 12 year record in Industrial, Commercial and Residential fields for sale at sacrifice of \$15,000. Location: Ft. Worth, Texas. No liabilities. Priced below wholesale asset value. Great Potential. BOX 4306, Air Conditioning & Refrigeration News.

DISTRIBUTORS WANTED in New York and Boston trading areas for nationally known line of air conditioning and refrigeration equipment. Write BOX 4307, Air Conditioning & Refrigeration News.

AIR CONDITIONING AND Refrigeration Sales & Service, excellent direct factory connections, established and making money, in best city in West Texas. \$5000.00 will handle. Reason for selling, operating 2 other businesses, have Corporate setup and no problem to transfer franchises. A real opportunity for a hustler. BOX 4308, Air Conditioning & Refrigeration News.

FOR SALE completely equipped Sheet Metal Shop. Specializing in Heating and Air Conditioning. Franchised Distributor for well known Refrigeration Mfg. with twenty-seven County territory. Also dealer for well known furnace. Shop located on Main St. of town with 12,500 Pop. 2500 feet floor space, 300 ft. elev. located in southwest. Did \$155,000 gross in 1952. Shop equipment and building all go for \$50,000 plus inventory. BOX 4314, Air Conditioning & Refrigeration News.

MISCELLANEOUS

MONEY BACK guarantee! Why scrap your commercial controls water valves, expansion valves. We rebuild like new. Save 50%, 60%. Rapid service, merchandise shipped every two days. Write for price sheet. B & D Electric Co., 491 E. 163rd St., Bronx, New York.

Miami Beach Creates Post Of Conditioning Inspector

MIAMI BEACH—This city recently held its first open competitive examination for the newly-classified position of air conditioning inspector.

The city was seeking a man with a high school education and 10 years' experience, or a college degree in mechanical or electrical engineering, plus five years' experience. The person who gets the job will be paid \$400 a month plus \$35 a month cost of living bonus.

O. M. Pushkin, chief building inspector, claims Miami Beach has more air conditioning units per capita than any equivalent area in the country. Fort Worth, Dallas, and Houston areas were said to be second to this city in such units.

Plan Air Conditioning for Big Miami Beach Motel

MIAMI BEACH, Fla. — Ben B. Gaines, Miami Beach investor and former owner with Jack Dempsey of the Dempsey-Vanderbilt hotel, has announced plans for a \$1,500,000 air conditioned motel development at Collins Ave and 183rd St.

Gaines said the new motel, to be known as The Sahara, will occupy a site fronting 300 ft. on the ocean and extending 500 ft. westward to Collins (State Road A1A).

The motel will have 144 rooms, each with a balcony and window view of the ocean. The whole building, including public rooms, coffee shop and dining room, and cocktail lounge will be air conditioned.

Branch In Trenton Opened By Allied Appliance Parts

TRENTON, N. J.—Allied Electric Appliance Parts, Inc., one of Philadelphia's largest wholesale distributors of electronic parts, recently celebrated its 25th anniversary by adding a third to its chain of stores in this area—a "One-Stop Parts House" at 333 S. Warren St. here, according to Frank Zuschlag, president.

The first and parent store of Allied is at 1320 W. Erie Ave. in Philadelphia. A West Philadelphia branch is located at 5916 Market St.

The new Trenton store will carry complete lines of refrigerator, air conditioning, washing machine, radio, television, and vacuum cleaner parts in its 4,000 sq. ft. of space. On opening day, the public was invited to enjoy "fun, food, and prizes."

NEMA Section Is Offering Freezer Kit for Teachers

NEW YORK CITY—The Farm and Home Freezer Section of the National Electrical Manufacturers Association is continuing to direct its promotion to the educational field this year, according to the group.

The section's trade paper advertising features the new freezer teaching kit consisting of full-color charts and a teacher's manual which tell the complete story of freezing food for preservation and the time and labor saved thereby.

In the first few weeks that the teaching kit was available, so many requests were received for it that a re-run was put on the press.

JUST ASK US!

Turn to "What's New" Page for useful information on new products.



SUPER-FLO
FILTER-DRIER

UP TO 5 TONS

NO PRESSURE DROP

MOLDED REMCAL DRYING FIBERGLAS DEPTH FILTERING

Check Super-Flo's amazing low price, for both original equipment and replacement, against ordinary driers which do not have Super-Flo molded drying elements, massive fiber glass depth filters and spun-end copper shells. Available to the trade through wholesalers everywhere.

REMCO INCORPORATED
ZELIENOPLE, PA.

Manitowoc Establishes Food Warranty Policy

MANITOWOC, Wis. — Manitowoc distributors may now offer food spoilage insurance with the purchase of either model 14 or model 18-5 Manitowoc upright freezers, the company reported.

The insurance will cover all losses up to \$250 for a period of three years, according to Erie Brown, sales coordinator.

Manitowoc distributors determine whether they will offer the insurance to freezer purchasers. Certificates of insurance, which will be written by Employers Mutual Fire Insurance Co. of Wausau, Wis., can be issued on all 1953 models retroactively.

Claims for food spoilage damage will be handled directly by the Manitowoc freezer owner, and remittances will be made from the insurance company.

Wallin Will Cover South For United Refrigerator

NEW YORK CITY—The new "Four Freedoms Food Plan" of United Refrigerator Co. will be pioneered in six southern states by Charles "Chuck" Wallin, New Orleans manufacturers' agent, who has been associated with the company since 1949, it was announced recently.

Wallin has been a familiar figure to furniture dealers, hotel and restaurant owners, appliance dealers, suppliers, and other businessmen in the south for over six years. He is a manufacturers' agent for four other national manufacturers in addition to United, and covers Louisiana, Mississippi, Alabama, Florida, Georgia, and South Carolina.

Wallin attended Mercersburg Academy and the University of California. After getting his degree, he joined Dun & Bradstreet and worked for this firm until his enlistment in the U. S. Navy in World War II. He was a physical education instructor in the Navy aquatic warfare training program under Gene Tunney, and also saw active service in the European theatre for two years.

Upon release from the armed forces, Wallin joined the brokerage firm of an uncle, Charles Cromwell, in New York. In 1947, he moved to Miami and then to New Orleans.

Remodeled Store Opens

UTICA, N. Y.—Lockner's remodeled appliance store has been opened at 305-309 Columbia St.

'52 Sales of Home & Farm Freezers by States By NEMA Firms

Sales of Electric Farm and Home Freezers—Complete By Distributors to Dealers—By States Summary for Year, 1952 18 Companies Reporting

STATES	UNITS
Alabama	7,182
Arizona	4,248
Arkansas	6,206
California	64,828
Colorado	6,776
Connecticut	4,092
Delaware	979
District of Columbia	4,793
Florida	7,605
Georgia	11,062
Idaho	3,085
Illinois	21,868
Indiana	13,661
Iowa	13,161
Kansas	7,947
Kentucky	6,422
Louisiana	11,186
Maine	1,971
Maryland	7,043
Massachusetts	6,815
Michigan	18,368
Minnesota	11,172
Mississippi	6,890
Missouri	16,874
Montana	3,907
Nebraska	9,206
Nevada	1,536
New Hampshire	1,091
New Jersey	14,466
New Mexico	2,415
New York	34,114
North Carolina	13,152
North Dakota	4,915
Ohio	26,417
Oklahoma	8,564
Oregon	8,207
Pennsylvania	27,146
Rhode Island	975
South Carolina	5,724
South Dakota	4,622
Tennessee	9,303
Texas	32,061
Utah	6,847
Vermont	748
Virginia	7,825
Washington	7,894
West Virginia	4,573
Wisconsin	10,780
Wyoming	2,063
Total United States	512,509

*Revised.



DEPARTMENT OF DEFENSE

Command - General, Sacramento Air Materiel Area, McClellan Air Force Base, California	30 ea.	(577-B)	3 Jun 53
Local Purch			
Galveston District, Corps of Engineers, P.O. Box 1229, Galveston, Texas	Job	(ENG-41-243-53-130 B)	18 Jun 53
Const. of academic Bldg., Trng. Squadron headquarters & Operations Bldgs. & Trng. Bldg., Harlingen AFB Texas, consists of academic Bldg., approx. 18,000 sq. ft. of floor area, air conditioning and heating, Trng. Sdg. hqqs. and Opera. Bldgs., totaling approx. 20,000 sq. ft. of floor area and heating mechanical ventilation, Trng. Bldg., approx. 7,100 sq. ft. of floor area, air conditioning and heating all Bldgs. Will be of ten-year life wood, frame structure.			
Officer in Charge of Construction, U. S. Naval Station, New Orleans, Louisiana	Job	38359	4 Jun 53
Air conditioning Bldg. NR 11 U. S. Naval Station, New Orleans, La.	Job	38742	26 May 53
U. S. Naval Ordnance Test Station, Inyokern, China Lake, Calif. Complete Office Building—Area R, furnishing of labor, material, transportation and equipment necessary for the construction of a single building approximately 157 ft. by 116 ft., one story in height, except for two fan room areas which are on an upper level. The building will contain heating and air conditioning. Deposit of check or postal money order for \$30, payable to the Treasurer of the United States, is required for the safe return of each set of bidding data. Site inspection will be made by escorted tours leaving the PW & OinCC Design Office, Building 37, Naval Ordnance Test Station, Inyokern, China Lake, Calif., at 1:00 P.M. May 7 through May 25, 1953 (Mondays through Fridays) inclusive.	Job	37796	26 May 53
Civilian Recreation Building, Furnishing of labor, material, transportation and equipment necessary for the construction of a single building approximately 157 ft. by 116 ft., one story in height, except for two fan room areas which are on an upper level. The building will contain heating and air conditioning. Deposit of check or postal money order for \$30, payable to the Treasurer of the United States, is required for the safe return of each set of bidding data. Site inspection will be made by escorted tours leaving the Public Works and OinCC Design Office, Building 37, Naval Ordnance Test Station, Inyokern, China Lake, Calif., at 1:00 P.M. May 8 through May 25, 1953 (Mondays through Fridays) inclusive.	Job	(33-079-53-53)	11 Jun 53
Rossford Ordnance Depot, Toledo 1, Ohio Extension of Electric Power and Utilities and Construction of Humidity Room & Exhibit Workers' Shop in Warehouse No. 2 at Rossford Ordnance Depot, Toledo, Ohio.	Job		

Bureau of Ships, Washington, D. C.	1926	(549-655-Q)	8 Jun 53
Humidity indicators, direct reading of the relative humidity of the Ambient air. Reading to be given by means of a dial or pointer system which is operated with a human hair element to operate on a mechanical basis with no outside source of power. Scale to cover a range of 10 to 90 per cent relative humidity, with an accuracy of plus or minus 5 per cent relative humidity.			
Purchasing and Contracting Officer, Redstone Arsenal, Huntsville, Alabama	Job	(01-021-53-667-B)	29 May 53
Furnishing all plant, labor, materials and equipment and performing all work required for installation of air conditioning system in Building A-120, Redstone Arsenal, Huntsville, Alabama, all work shall be in strict accordance with applicable drawings and specs.			
Purchasing and Contracting Officer, Memphis General Depot, Memphis, Tennessee	Job	(QM-40-110-53-44)	12 Jun 53
Install heating equipment			
District Engineer, Tullahoma District, Corps of Engineers, P.O. Box 2091, Tullahoma, Tennessee	1	(ENG-40-126-53-21B)	29 May 53
Air conditioning of office spaces, shipping and receiving warehouse.			
Philadelphia District Corps of Engineers, 1420 Walnut St., Philadelphia, Pennsylvania	1 ea.	(ENG-36-109-53-796B)	1 Jun 53
Refrigeration equipment, motor driven, Freon type, 66,000 B.t.u.			

GENERAL SERVICES ADMINISTRATION

General Services Administration, Business Service Center, 1114 Commerce St., Dallas, Texas			
Pedestal drinking fountains	25 ea.	FW-26751	3 Jun 53
Wall drinking fountains	2 ea.	FW-26751	3 Jun 53
Refrigeration equipment consisting of the following:			
Condensing unit	3 ea.	FW-26717	4 Jun 53
Blowers	3 ea.	FW-26717	4 Jun 53
Dryers	4 ea.	FW-26717	4 Jun 53
Tubing, soft	200 ft.	FW-26717	4 Jun 53
Heat exchangers	3 ea.	FW-26717	4 Jun 53
Expansion valves	4 ea.	FW-26717	4 Jun 53
Flare nuts	6 ea.	FW-26717	4 Jun 53
General Services Administration, Region 2, Business Service Center, 250 Hudson St., New York 13, New York			
Heating system correction at Philadelphia, Pa., Vets Administration, 123 N. Broad St.	Job	None	29 May 53

NATIONAL ADVISORY COMMITTEE FOR AERONAUTICS

National Advisory Committee for Aeronautics, Langley Air Field, Virginia			
Gas, refrigerant, "Freon" or "F-12" in standard 2,000-lb. cylinders.	50	Cylinders	L-6224 2 Jun 53

check the **PRICE**

check the **INSTALLATION COST**

check the **FEATURES**



LARKIN
low temperature
HUMI-TEMP
with time-tested
and proved
FROST-O-TROL
automatic
hot gas defroster

CHECK ALL THREE—price, installation cost, features—and you'll choose LARKIN! Here is the low side unit that takes the toughest defrosting jobs in stride—from -32°F sharp freeze rooms to 30°F meat storage lockers.

Low first cost, dependable performance, positive product protection, and economical operation add up to customer satisfaction.

Simplified installation cuts this cost to the bone. It is only necessary to run one extra wire, one extra gas line, and mount the compact control panel.

Get the facts from your wholesaler. Let him explain why dealers from coast to coast are choosing the LARKIN Humi-Temp line with Frost-o-Trol Hot Gas Defroster.

Features that Sell and Satisfy

- Minimum temperature rise during defrosting
- Adjustable defrosting time
- No excess heat or moisture load
- Lower operating costs
- Higher efficiency of cooling unit
- Heat applied throughout entire coil
- Melts icing from inside out
- Simple, low-cost installation
- Electrically heated drip pan assures positive drainage of melting ice and water — prevents freezing and spill-over



LARKIN COILS INC.

519 MEMORIAL DRIVE, S.E. ATLANTA, GEORGIA

THE WATCHDOG OF THE NATION'S FOOD SUPPLY

ORIGINATORS OF THE CROSS-FIN COIL